

PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City



VOL. CVII, No. 6

NEW YORK, MAY 8, 1919

10c A COPY

Telling the Hole Story

Like doughnuts and Chinese money, all genuine Life Savers have a hole in the center. Not a dimple or an almost-hole, but a hole that goes clear through. That is the big, outstanding difference, so far as appearance goes, between Life Savers and the mints that masquerade in Life Saver-ish packages.

Advertising Headquarters took over the advertising of

LIFE SAVERS

THE CANDY MINT WITH THE HOLE

about the time these mint-rings were mustered out of the Service. In the period between January and March, 1919, the business of this advertiser trebled. The factory output is now upwards of 600,000 packages a day.

We are glad to be of assistance to the Mint Products Company, New York, in telling the hole story of Life Savers to every man, woman and child in America with a candy appetite and a buffalo nickel.

Four Holesome Flavors:

PEP-O-MINT
WINT-O-GREEN
CL-O-VE
LIC-O-RICE



N. W. AYER & SON
ADVERTISING HEADQUARTERS
PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO



BONDS

The strength of the Bond established between the million STANDARD FARM PAPER subscribers and commercial advertisers, during 1918, is measured by the latter's investment in STANDARD FARM PAPERS in 1918.

Here it is—

Total Commercial.....	\$2,577,617.50
Auto and Allied Lines.....	357,460.45
Cream Separators.....	87,148.67
Farm Implements and Machinery...	273,608.77
Lighting Devices.....	53,680.27

Invest in Victory Bonds

The Standard Farm Papers (Over One Million Farm Homes)

Sell a Standard Farmer and you sell his neighbors too

The Breeder's Gazette
Established 1891

Hoard's Dairyman
Established 1870

The Ohio Farmer
Established 1848

The Michigan Farmer
Established 1843

Prairie Farmer, Chicago
Established 1841

Pennsylvania Farmer
Established 1880

Pacific Rural Press
Established 1870

The Farmer, St. Paul
Established 1882

Wallaces' Farmer
Established 1895

Progressive Farmer
Established 1886

**Birmingham, Raleigh
Memphis, Dallas**

The Wisconsin Agriculturist
Established 1877

Western Representatives
STANDARD FARM PAPERS, INC.
Conway Bldg., Chicago

Eastern Representatives
WALLACE C. RICHARDSON, INC.
381 Fourth Ave., New York City

All Standard Farm Papers are members of the A. B. C.

PRINTERS' INK

Registered U. S. Patent Office



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Vol. CVII

NEW YORK, MAY 8, 1919

Making the Organization Take Its Own Medicine

The Best Advertising Comes from Employees Using the Goods

By C. B. McCuaig

THE question before the directors of a certain manufacturer of electric motor cars was the selection of a new sales manager. The man they wanted was present. They had given him the usual third degree on his notions regarding merchandising and found them sound.

"Well, I think Mr. Stevens is the man we want all right," said the president. There was a general nodding of heads.

"Hold on a minute," said the sales manager-elect. "You haven't agreed to all my requirements yet."

"I thought you were satisfied with the salary we had named," suggested one of the board.

"That's not what I mean," replied the new man. "How many of you gentlemen are driving the car you want me to sell?"

A broad grin passed around the table.

"I mean it," he insisted. "Is there one man of you who owns an electric and runs it?"

No one pleaded guilty.

"I thought so," said the new man. "Now, before I take this job, everyone of you gentlemen must give me his order for a car to be paid for in real money, and more than that, you must give me your solemn promise that you will run it yourself. You all agree that we must open up new fields. That means we must get people away from the idea that an electric is simply a woman's car. How

do you expect to sell electrics to other men if you won't run them yourselves? Each one of you gentlemen is well known in this town. The fact that you are seen driving electrics will mean a lot."

He got his five orders and sales were later traced directly to the example set by the directors.

The foregoing is not a bit of fancy. It is an incident which actually happened some six years ago. You will say that it was simply a gallery play on the part of the sales manager, but I think there was more to it than that; I am convinced that much can be accomplished by making an organization take its own medicine.

Carried to an extreme this argument of course becomes a joke. No one cares whether Mr. Heinz eats all of his 57 varieties or Mr. Campbell insists on having his soup regularly, but there are many lines of business where the failure of organizations to practice what they preach has a decided effect on their market.

THE PRINTER A CASE IN POINT

Take, for instance, the printing industry. Its life-blood is advertising, and yet how many printers in the country are spending even one per cent of their income on advertising? Probably they do not realize the effect this has upon their customers, but as an advertising writer, I have heard attention called to the fact a dozen times by advertisers in other lines.

They did not make much of it; just a word dropped to show that they have noticed printers do not use the goods they advocate. If printers think advertising is good for others, why don't they use it themselves? They cannot understand this style of reasoning.

But the aim of this article is not to criticize friend printer. We all know he is a good fellow, a philanthropist, who works simply for the good of the cause, always covers up the other fellow's mistakes, and never makes a cent. He will point with pride to the fact that there are very few printers who have attained great wealth. Whether or not there is any connection between this and the fact that as a class he persistently refuses to advertise, I do not know. The point I am trying to bring out is that the necessity for making organizations take their own medicine can be applied to whole industries as well as to individual corporations.

Now, you may say that any benefit to be derived from having the individual members of an organization use the goods they sell must of necessity be merely local, and, therefore, of minor importance. This might be true if there were no secondary effects to be figured in. First of all comes the fact that salesmen everywhere the product is sold will make mention of how the big men of the organization rely upon it. I am thinking of a calendar salesman who told me his story and then showed me a beautiful calendar his house was getting out for its own use. The fact that this house was using the form of advertising it sold impressed me, and, I think it would have impressed you, too, if you had seen the job and heard about the scale on which they were putting it out. Nothing can be more harmful than to let the customer get the idea that the product is all right to sell but not good enough to use. Will you pardon me if I slip in a jitnev story which illustrates how this idea gets into the public mind?

According to this little yarn the manufacturer of a certain car always insists on driving one of his

own machines. One day, going downtown he overtook another motorist who was in trouble, with a car of the same kind. The manufacturer got out and went to his assistance. In a couple of minutes he had corrected whatever was wrong, and started the little bus running again. The man whom he had helped handed him a dollar.

"No, I don't want that," protested the millionaire.

"Sure. It's coming to you," was the reply.

"But I don't need it. I've got so much money now I don't know what to do with it."

"Hey, take your dollar and run along!" returned the other. "You can't hand me any of that bull. If you had any money you wouldn't be running one of those darned things!"

A JOB OF MAKING SALESMEN

Like everything else in the daily grind that is off the beaten track, the job of making the organization take the medicine it prescribes for others is clearly up to the advertising man. If he be an advertising man and not simply a clerk or a copy writer with a title, he has vision enough to grasp at anything that will add vitality to the sales plan. He will be first to appreciate the possibilities. True, if the plan bids fair to succeed the boss will probably father it, but someone must start it.

You may find at the outset that it is no bed of roses you have chosen. As soon as you begin to dictate to people their personal conduct you are courting trouble. I know of a newspaper that almost precipitated a general strike because it handed out to all of its employees with their pay envelope a little note asking them where possible to buy goods advertised in the paper.

But there is usually a diplomatic way of doing things that will bring results, and few businesses cannot profit by a little more individual boosting from within. If you were looking for an exception to this rule the first thing you would probably pick is a bank. How could a bank bene-

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NO rare thing in advertising experience—that mysterious “bald spot” in the midst of nationwide sales and re-orders. There was no question about the product’s being right—no question about the advertising campaign. But still that barren region on the map.

In this case our nearest office had an investigating force on the ground immediately. Of course the root of the evil was unearthed, but the interesting point is that no *advance* research could have discovered this kink, which was due to a curious phenomenon probably unique in modern advertising.

In corrective investigation, quick action is the essence of success, and the essence of quick action is a national advertising organization.

THE H. K. McCANN COMPANY
Advertising 61 Broadway, New York
CLEVELAND SAN FRANCISCO TORONTO MONTREAL

fit by taking its own sweet pills? Yet I heard of a case where this very thing was done with success.

This bank had caught the modern spirit. It had gone to the extreme of putting an advertising manager to work. After he had tried all of the usual means of bringing in business for a few weeks he was impressed with the fact that the whole thing seemed cold and lifeless, that there was no way of making prospective depositors feel that there were real, red-blooded human people in the big cold institution that wanted their business. He was a big enough man to realize the limitations of advertising and to appreciate the value of the humble drummer who supplies the warm handshake for dealer-sold commodities. So this advertising man rounded up all his dignified officials and department heads.

"We've got to make this thing more personal," he told them. "Advertisements and circulars do their part, but to have a successful campaign there must be something personal about it. Now, you gentlemen here are probably in a position to get in touch with every possible depositor that is likely to come our way. I will get you the names of prospects, but I want you to do the closing. It will be necessary for each one of you to devote a couple of hours a week to calling up people whose names I give you. I'll assign the names to the man whom I think best suited to the particular case, whether it is the president or whoever it is, and to make it a businesslike affair, you must report back how you make out."

The plan was successful. Prospective depositors were flattered to have an officer of the bank interested in their accounts, and the number of "turn downs" amounted practically to nothing. Nor did it put the bankers in an undignified position. The people they talked to appreciated the interest shown and admired them for doing the work themselves instead of intrusting it to solicitors.

There is a big paint concern in the Middle West which some

months ago had plans under way whereby all of its stockholders were to be pressed into the service of boosting the firm's products. I have never heard how the plan worked out, but it simply goes to show that the big organizations are not overlooking the chances offered for co-operation from within the organization. Take this particular company as an example. It has a great many stockholders scattered all over, many of them business men of large interests. What a vast amount of business could be brought in if each of these stockholders could be induced to see that it was to his own personal interest to boost for business. Probably there are scores of them who are using paint in large quantities, but they have never happened to think of mentioning to their purchasing agents that, all things being equal, they would like to see a part of their paint business go to the concern in which they hold stock. More than this, there are probably many of them who would go the length of mentioning the matter of paint to their friends when the occasion offered if only the importance of doing so were called to their attention. If this company has gone ahead with its plan of putting its stockholders to work there is little doubt that the small amount of postage involved in starting the thing going has produced a big return.

OFTEN MEANS IMPROVING THE PRODUCT

Another important effect of getting the organization to use and take a personal interest in the thing they sell is that you will constantly get ideas for improving it. No one, not even the designer, can get the same thought on a product as the man who is constantly using it. What wouldn't a progressive manufacturer of say a mechanical appliance give to be able to know all of the little kinks his users have thought would improve his machine? I know of a kerosene vaporizing system which was practically re-designed to make use of an idea a user suggested

A regular user of space in Needlecraft Magazine writes:

"Your magazine is certainly getting very strong in its field. There is a great magnet in its name. I believe it has a remarkable future."

A fast growing conviction along the same line—everywhere—is responsible for the *31 new accounts* secured by us during the last six months.

One million Needlecraft Magazine women represent a vast market for your product.



Member of A. B. C.

and it improved it a hundred per cent. The trouble is the users do a lot of thinking but mighty little talking and thus a lot of valuable ideas are lost. But if the members of your organization are using the thing they sell they will do their thinking and talking simultaneously and few ideas will go to waste.

Then, another point that should not be lost sight of is that by having them use it you really "sell" the force on the thing they sell. During the war a certain manufacturer found business in his regular line extremely dull, owing to certain restrictions, and took on the sale of a chemical fire extinguisher as a way of holding his highly trained selling force intact. It was an excellent extinguisher and did its work well, but for some reason the factory force took little interest in it, perhaps because they had no part in its making and thought it might have a tendency to crowd the regular line in which they were interested into the background. The company's motor truck was equipped with one of these extinguishers. One day the driver overtook a car that was in a blaze and using the extinguisher put out the fire in a jiffy. By the next day the story had passed all around the plant, and anyone who had questioned the efficiency of that device to one of the men who had heard about the fire would have been promptly squelched. It was just a case of having them use it themselves.

Big Increase Recorded in United Cigar Sales

A statement recently made by Edward Wise, president of the United Cigar Company, tells of the large increase in sales and the general expansion under way:

"During the first three months of this year the sales in our stores have established a definite policy of big expansion. In New York City we have closed a large number of new leases both in the city proper and in the outlying sections. In the larger cities throughout the United States we have leased a large number of new properties, and in addition have added quite a few new cities to the United chain.

"We anticipate during 1919 to exceed any two years' previous expansion."

Frank C. Grandin Heads New Advertising Agency

An advertising agency has been organized in New York by F. C. Grandin and other men who were factors in the There's a Reason Company, Battle Creek, Mich., advertising agency, and in the advertising department of the Postum Cereal Company. The new agency, the name of which has not thus far been announced, will handle the Postum advertising.

The president and chief stockholder of the new organization is F. C. Grandin, who with C. W. Green and L. J. Lamson, vice-president; A. H. Hulscher, secretary, and G. V. Rothenberg, treasurer, hold the entire stock.

E. B. Merritt Forms Grocery Sales Agency

E. B. Merritt, Inc., New York, is the name of a recently formed organization for the selling of food and grocery specialties, composed of leading brokers in various cities of the United States and Canada.

E. B. Merritt, president of the organization, was with Armour & Company, Chicago, for seventeen years, a large portion of which period he acted as advertising director. He was also general sales manager of the California Associated Raisin Company for some time.

"Missouri Valley Farmer" Changes Name

Capper's Farmer is to be the new name for the *Missouri Valley Farmer*, one of the Capper publications of Topeka, Kansas.

The *Missouri Valley Farmer* was first published in 1890 and was purchased by Mr. Capper in 1893.

G. H. Read Made President of Turner Agency

George H. Read, who has been vice-president and secretary of the Turner Advertising Company of Chicago, has succeeded J. H. Turner as president. Mr. Turner has not announced his future plans.

Street & Finney Have New Account

The advertising account of S. B. & B. W. Fleisher, manufacturers of knitting yarns, Philadelphia, has been placed with Street & Finney, New York.

Dyer Secures Black Cat Textiles Account

The Geo. L. Dyer Company, New York, has secured the advertising account of the Black Cat Textiles Company, Kenosha, Wis.

This is the tenth
year that "full
copy" of

The Wanamaker Store.

has appeared in
but one Brooklyn
newspaper—the
Standard Union.

These "Still" Illustrations Prove More Effective than Human Interest Pictures

Fruit Growers Find Pictures Divert Attention of Reader from Real Purpose of Copy

By Don Francisco

Of the California Fruit Growers' Exchange

THERE is nothing particularly new to-day, in using "still life" illustrations in the advertising of food products. Yet the idea seemed new to us four years ago, when we lightened our load by dropping overboard stunning girls, cunning children, beautiful orange groves and other atmospheric furniture.

From the beginning we had figured that the more "California romance" we could throw into the background of our copy, the more effective it would be. We exploited to good advantage California's orange groves, missions and snow-capped mountains, with their wealth of "atmosphere."

As new advertisers we reared ourselves on the theory that to command attention our copy should have "human interest"—so healthy children and beautiful women came in for their share of the artist's attention.

From the checkable results we felt satisfied that this copy paid. We still think so. Also, we received a very good response when our copy offered recipe books, juice extractors or other articles.

But one of the by-products that never failed to follow the appearance of a piece of this copy was a grist of inquiries that should have gone to the railroads, land companies or chambers of commerce.

"We have seen your beautiful advertisement with the church," they would write, "and being attracted by the beauties of your country, we write to inquire as to the price of land. Also please advise railroad fare from —."

Sometimes there was a postscript—"The girl in your last ad

looks just like my cousin. Please send me an extra copy."

The economist might never accept a few hundred such letters as proving anything. But sometimes a straw will show which way the wind is blowing.

At any rate it started us thinking. We didn't especially dislike to accelerate Western travel or orange growing if we could do it without distracting from our main appeal. But we were not sure but that quite a percentage of our readers were thinking more about taking a trip to California or growing oranges and lemons than they were about eating California oranges and lemons.

Our purpose in advertising the delicious, healthful and useful qualities of citrus fruits was to increase their consumption. Annual shipments had been increasing rapidly and it was necessary to give demand a good lead to avoid a state of over-production.

From the sales point of view we much preferred to have people stay at home and eat our fruits than to come to California and grow more for us to sell. Our publicity had a tremendous job if it kept demand ahead of supply, but if it tended indirectly to increase production then it worked against itself.

At about that time one of the national farm magazines appeared with a cover showing in color a beautiful branch of peaches.

"If we can make oranges look as luscious and tempting as those peaches, we won't have to do anything else," someone remarked.

From that time we have used nothing but still life illustrations. It is quite surprising what a story



4200 Pages, 9x12
Price \$15.00

**5438 Advertisements
 2054 Advertisers**

THOMAS' REGISTER OF AMERICAN MANUFACTURERS is the only work that instantly furnishes a complete list of all the Manufacturers and primary sources of supply for any conceivable article, or kind of article—more than 70,000.

It is not a free distribution scheme depending solely upon advertising for support, but aims to completely list all manufacturers, irrespective of patronage. It represents a cost of \$75,000 more than would be possible if distributed gratuitously.

More than 17,000 important concerns throughout the United States and abroad refer to it to find American sources of supply as instinctively as they look at the clock for the time of day. **They all wanted it, ordered it and paid for it**, especially to save the time and trouble of looking elsewhere for such information. It is consulted by their purchasing agents, foremen, superintendents and others having to do with ordering and specifying.

Descriptive and other advertising matter therein automatically comes to the attention of the above buyers at the important moment when they are interested. It costs for only one time, but lasts for at least a year, producing the highest class of inquiries continuously throughout the year.

THOMAS PUBLISHING COMPANY

129-135 Lafayette St., New York City

BOSTON
 Alton Sq.

CHICAGO
 20 W. Jackson Blvd.

SAN FRANCISCO
 311 California St.

LONDON
 24 Railway Approach

A New Offering To Fruit Growers

We take pleasure in announcing that we have added five new departments to our publication.

In order to keep our nearly 200,000 readers informed on all subjects we have secured the services of the following well-known authorities:

W. C. DEMING
who will edit the Department on Nut Growing
I. J. CONDIT
Fruit Growing in California
L. HIMBURGER
Citrus and Sub-Tropical Fruits
E. N. CABLE
Electricity for the Orchard Home
H. J. KUEHLING
Better Roads

AMERICAN FRUIT GROWER

CHICAGO

The National Fruit Journal of America

Guaranteed minimum circulation, 175,000 monthly

SAMUEL ADAMS, Editor
ROBERT B. CAMPBELL, Publisher

R. S. McMICHAEL, Eastern Manager
280 Madison Ave., New York City

Advertising Representative
JOHN M. BRANHAM COMPANY

Chicago
Mallers Bldg.

Detroit
Krege Bldg.

New York
Brunswick Bldg.

Roy Ring, Minneapolis

St. Louis
Chemical Bldg.

Atlanta
Candler Bldg.

A Message About Advertising

FROM THE

U. S. DEPARTMENT OF LABOR

IF YOU are not advertising, then advertise because it saves money for you and it reduces the price to the consumer.

Advertising prevents profiteering. It insures honest profits and makes them permanent.

The message of the U. S. Department of Labor to merchants and manufacturers and to all progressive American business men is to advertise.

Tell the public about your goods. The consumer has plenty of money. He is willing to spend it and we want him to spend it on American-made products. The easiest, quickest, and most economical way in which this can be accomplished is by advertising.

Start your campaign right now.

U.S. DEPARTMENT OF LABOR

W. B. WILSON, Secretary

ROGER W. BABSON, Director-General, Information and Education Service


Reproduction of a recent Government advertisement

More Than a Million a Week

“Advertise!”

We are anxious to help the Government in this epoch-making campaign, and to assist you in every way possible with your advertising plans —

“Start your campaign right now!”



Collier's
THE NATIONAL WEEKLY

J. E. WILLIAMS, Advertising Manager

52 Year
More Than ~~a~~ Million a ~~Week~~

What Do You Want to Sell in Baltimore?



Night View of Baltimore Street Looking East from Charles.

WHETHER it's guns or garters, plowshares or plug hats, soft drinks or scented soaps—whatever it is, do you know the local angle on it? Do you know, for instance, the number of possible dealers for your product in Baltimore? Are you familiar with the extent to which competing goods are sold here? These are only some of the things brought to light by the accurate analyses and intimate trade information constantly being furnished to present and prospective advertisers by the merchandising department of The Baltimore NEWS.

■ An analysis of the local newspaper situation brings to light these facts, about The NEWS: largest net paid circulation, morning or evening; only Baltimore paper publishing Associated Press dispatches **THE DAY THE NEWS HAPPENS**; the only Baltimore daily paper which does not show a loss in its latest Government report for the six months ending March 31st, 1919, as compared with the same six months in 1918, practically **NO** duplication; lower rate per thousand of net paid circulation; evening-delivered, home-read with a consequent advantage in sales influence.

To cover Baltimore on a one-appropriation, single-paper basis, you have ample precedent in using exclusively

The Baltimore News

Over 100,000 net paid Daily and Sunday
The News Goes Home and Stays Home

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

How a week
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

Address
Club Apr

Good Will, the Soul of Business

The Supreme Importance of the Good-Will Value of Advertising

By George Frank Lord

Of E. I. du Pont de Nemours & Company

MATERIAL changes are occurring in the conduct of business. Some of these changes are being forced upon business by external conditions; others may be introduced internally. It is important that these changes be controlled as much as possible by the business affected. To control forced changes and to initiate others demand careful consideration of fundamentals, and a fresh analysis of their capacity to fit into the new order of things. The procedure suggested can best be illustrated with a specific example. The principles are applicable to any business. Take for an example, the du Pont Company, with which I am most familiar. What is the business of the du Pont Company?

It is not merely to make explosives, nor to make anything in particular, neither is it to sell explosives or anything in particular; it is to compel our assets to produce profit.

What are our assets?

First and most valuable: good will; second, capital; third, organization; fourth, facilities.

The loss of manufacturing and selling facilities; plants, machinery, warehouse, and offices could be quickly replaced.

The loss of our manufacturing or selling organization would be serious but remediable. It is dying and being renewed daily.

The loss of capital is a great handicap, but if we lost it all, the du Pont name and good will could still be financed or actually sold for millions.

If we accept these statements as true, then it appears that our most valuable and enduring asset is our good will. Therefore, the chief business of the company should be to increase this good

will and to compel it to earn maximum possible profits.

Good will is the undying soul of a business, all else is mortal, shifting, evanescent. All the men who created the good will of the old du Pont business died long since; the old plants and facilities are gone, and the capital changed hands and changed character, yet we are doing business to-day on good will born in 1802.

Good will is the result of service rendered. The years of satisfactory service rendered by an old concern gradually build a valuable good will. But business has found that the process of establishing good will may be speeded up remarkably by advertising the service that has been, is being, and can be rendered by a business.

BELL'S CREATION OF GOOD WILL BY ADVERTISING

Few realized the extraordinary service performed by the Bell Telephone Company until it was all told through advertising. Most people have no idea whatever of the great constructive service rendered by dynamite until told through advertising. Through advertising the erstwhile manufacturer of a death-dealing, all-destroying chemical monstrosity, is suddenly revealed as a builder of the foundations of civilization, a basic contributor to progress, a purveyor to our comfort and convenience.

Regarded from the viewpoint of good will building, the advertising value to the company of any du Pont product, is exactly in proportion to its value in developing good will, because good will means preference, and preference means profits.

Based on firm convictions of the correctness of this principle, the policy of the du Pont Advertising Division is first and foremost the creation and development of the

Address before Pittsburgh Advertising Club April 29.

du Pont good will. Each du Pont American Industry is first considered in its good will value to du Pont, and second in its advertisability for the production of increased profit.

Thus the heavy chemical business, while difficult to advertise except in a small way, is a better profit than good-will producer. Its customers are few; a relatively small increase would mean 100 per cent. On the other hand, the package paint business is easy to advertise, and because of the large increase in number of users resulting from advertising, its potential good-will value is more important than its dividend value.

Our appeal to the public is diversified and will be more so. We can make no better investment than in the purchase of du Pont customers and their good will toward us. Which du Pont product they buy is, in the long run, of minor importance, provided it is one that will serve well and enhance du Pont reputation with the buyer.

Capital, organization and facilities are the common attributes of ordinary, fairly successful concerns, controlled by external conditions. Add advertising and good will and you add control, and control means extraordinary success attained by the few.

The U. S. Steel Company is the greatest industrial corporation in the world. It has capital, organization and facilities, but its record shows it is absolutely at the mercy of external conditions. Its business comes and goes, and its earnings jump up and down so startlingly that it is called the most speculative industrial stock on the market and "the barometer of conditions."

Wall Street is now suggesting again as often before that a dividend reserve be established to stabilize this important stock. The best dividend stabilizer for any business is control of its sales, which, to a large degree, can be effected by good-will preference and steady, consistent advertising.

We have no doubt whatever that a satisfactory dividend could

be maintained on steel by actual average earnings through proper advertising to increase, stimulate and control the market for steel, or in fact any other staple commodity of general utility.

The increasing business in the automobile, furniture and construction fields is due to optimism as to the near future—to sentiment and faith. These same factors could be directed toward any hesitating line with definite and satisfactory results, but obviously not on the basis of current earnings.

ADVERTISING WILL BE A BUYING FORCE

The last twenty years have witnessed a great development of advertising as a selling force. I venture to predict that in the next five years advertising will be recognized chiefly as a great buying force. Instead of using advertising to sell merchandise we will use it to buy customers, not as current expense, but as a long-time investment, a sort of ten-year bond, that yields dependable interest annually and amortizes itself in ten years, but keeps on returning interest indefinitely.

If advertisers and advertising men will keep their minds fixed on this idea of buying good will, or buying satisfied customers, instead of selling merchandise, many of the most difficult problems of advertising will disappear. Appropriations will not be based on last year's earnings, the current year's estimate, the sales department's gross margin, or the tentative impulses of the board of directors, but on clear analysis of the amount and kind of good will needed for the ideal future of the business, the time required or available to develop it, the total amount it will be worth, and how the expenditure of that total will be made in the various years.

The advertising policy will not be shifted by the weather, the crops, temporary trading conditions or changes in organization. The business itself will have a definite enduring policy, and the advertising will express it.

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There will be no lying copy, nor merchandise that is made only to sell—not to use, because such things do not buy customers and are destructive of good will, the great asset the advertiser is seeking.

Whether an advertiser formally adopts the policy of buying good will or not, the good will value of his advertising is all he really gets for his money. The advertising that buys satisfied customers adds to his good will, and that which creates dissatisfied purchasers subtracts from his good will.

Success is merely the result of having more plus than minus in the good-will account. Since the whole history of advertising proves this is true, why should we not recognize this truth and consciously get in line with it?

Our Future Progress Depends on Small Investor

IF, owing to drastic taxation, the large incomes may no more be relied upon to furnish the bulk of the investment funds necessary to finance our economic growth, we must look to those possessed of smaller incomes and subjected to only moderate taxation, to produce the main portion of the savings available for investment. This can be done only if we succeed in letting the gospel of thrift penetrate deeply into the minds of the masses. The Liberty and Victory Loans and War Savings Stamp campaigns were able to render invaluable services in this respect as long as the Government was the main employer and borrower. Will it be possible to convince the workingman, the farmer and storekeeper, that it will be necessary for him to continue to finance his employer when private enterprise resumes the place occupied by Government during the last few years? Unless that can be accomplished, our future progress is in serious danger of being retarded.

The fundamental remedy for our economic ills lies in thrift. Thrift spells increased production and decreased consumption; the resultant saving, in goods or money, furnishing the means for the country's recuperation and future growth. The world balance sheet has been watered by the issue (for unproductive purposes) of over \$250,000,000,000 in circulation and securities. In some countries this process of inflation has gone so far that bankruptcy or repudiation remains the only way out. Happily our economic strength is such that we may confidently expect new wealth to be created rapidly enough to purge our balance sheet within a reasonable time. These new assets will then either set off or pay off our debts incurred during the war.

As this process of deflation takes place, prices will find their proper levels, and our problems of equitable and reasonable taxation will solve themselves.

The creation of new assets, however, is predicated upon individual and national economy. The more we keep our "operating expenses" down, the less in the production of this new wealth we squander through unnecessary consumption, and the more money we spend for permanent and productive things, the faster this healing process will take its course. It is not an automatic process: it is one that can only succeed within a reasonable time if carried by a nation-wide will and understanding. It does not contemplate making us a nation of misers; but rather a nation of intelligent spenders.—*Paul M. Warburg, addressing the St. Louis Meeting of the Chamber of Commerce of the United States.*

P. L. Cornell Returns to Diamond Rubber Company

P. L. Cornell, who has just returned from Italy, where he served with the American ambulance corps, has rejoined the Diamond Rubber Co., New York, as advertising manager, which position he held when he enlisted in the early part of last year. He was cited just before the armistice was signed and later received the Italian War Cross.

The Kind of Insurance Advertising Gives

It Commits a House to Constant Study to Adapt Itself to Opportunities
Publicity Brings to Light

By H. J. Sherman

Of the Toledo Scale Company, Toledo, Ohio

ON page 10 of your March 20 issue, W. S. Lockwood gives "A List of Things Advertising Will Do." In this article, however, he makes a statement which is very apt to be misunderstood, and, if it is, it might stand as a serious charge against advertising. For that reason I think it might be well to correct any false impression which might arise.

Mr. Lockwood states that advertising will "Protect a concern against the consequences of a revolutionary movement being made by a competitor. The right sort of advertising is business insurance against revolutionary improvements."

It is true that advertising protects a company's business from sudden inroads being made by a competitor who, by a stroke of genius, brings out a revolutionary improvement. It makes the marketing of any established product more stable. It enables the company with the older idea to fight for its crown of supremacy while it is developing a newer idea to meet its competitor. But unless it does develop a newer and better idea the good will and position which advertising has built up in the past and endeavors to continue building, is swept away, and these assets must be written off the books.

It would be easy to misunderstand Mr. Lockwood's statement that the right sort of advertising is business insurance against revolutionary improvements. The right sort of advertising leads to revolutionary movements and improvements, rather than insurance against them. Advertising of this sort makes for the development of new ideas in and by the organization which is advertising

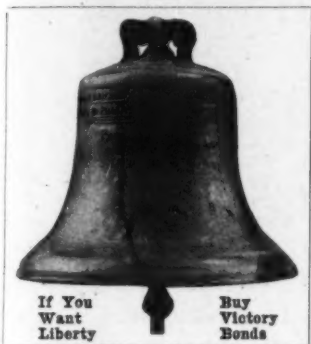
its product. Such an organization is of necessity a progressive one. It is constantly on the lookout for new angles and viewpoints to incorporate in its copy, new ideas and improvements to broaden its market. Such an organization very often has its own corps of inventors and engineers working on new ideas, many of them of a revolutionary nature.

At the same time the competitors of the progressive advertiser are more or less forced into the search for new ideas, and the inauguration of revolutionary movements. They have to do it in order to remain as competitors. Consequently, advertising on the other fellow's part forces the competitor to work out revolutionary improvements in self-defense.

Advertising is progressive, and not insurance against progress. Advertising encourages inventions and improvements, and increases the market for them. Probably the fact that a company advertises gives it first call on the ideas of inventors who are working independently.

Perhaps we might add as another thing which advertising will do the fact that it will make for progress in the industry as a whole. Powerful it is as a competitive weapon, but it is even more powerful as a constructive implement. It builds up the advertiser and his business, and it forces those who are to remain as his competitors to work on a sounder, more progressive basis. It raises the tone and efficiency of the industry and gives it a higher standing and character. Of course, the advertiser profits most, but the entire field profits as well.

IN PHILADELPHIA



nearly everybody reads

The Bulletin

Most Philadelphians
Go home at night

And The Evening Bulletin

Goes home with most of them.

It is the one newspaper they rely on.

The Bulletin goes daily into nearly
400,000 homes in Philadelphia.

Local advertisers know this.

That's why they like it.

Dominate Philadelphia

Create maximum impression at one cost by
concentrating in the newspaper that goes
daily into nearly every Philadelphia home.

The Bulletin

Net paid average 448,979 *Copies*
for March— *a day*

The Bulletin is the only Philadelphia newspaper which prints its circulation figures regularly every day.

No prize, premium, coupon or other artificial circulation stimulation methods have ever been used by The Bulletin.

The work must go on!

THE advertising of Now often deals with the Idea back of the merchandise rather than details of manufacture.

A case in point is the advertising of the Vacuum Oil Company.

Through conscientious specialization in lubrication this Company has become the world-authority in its field.

It is shipping immense quantities of oils to all parts of the world. But the Idea always goes with them—"The right oil in the right place and in the right quantity."

Power users, the world over, have been instructed by Vacuum Oil men in the correct operation of their machinery. As new inven-

Blackman-Ross

ADVERTISING

C
95' M



The sign the World knows

It is the red dragon—the world's greatest of scientific lubrication.

The red dragon appears on men and machines which have Vacuum Oil Company lubricants under their skin.

The red dragon points the way to correct lubrication on all conditions. It brings out every engine drive in every country where strong cars are a factor. It is the sign of the world in its highest, best, and most of science.

It is a service to electricity, steam, and gas—gives them their "power-plant" their right to work at full efficiency.

Many more on the red dragon's sign—see the red dragon. It is the greatest of mechanical efficiency.

GAROL

lubricants

A grade for each type of service

VACUUM OIL COMPANY Incorporated in the United States of America **NEW YORK, U.S.A.**

tions have brought new and distinct lubricating problems the Vacuum Oil Company has produced the oils to meet those needs.

"The work must go on."

Company **New York**

95 MADISON AVE.

F R E Y

The last fifteen years have seen a revolution in advertising illustration. What was chaos has become organization. Guess-work has changed to certainty. The relation of art to business has been defined and established. The artist and the advertising man have found a meeting ground. Frey organization and Frey methods wrought this change—established this relation—provided this community of interest.



CHARLES DANIEL
FREY COMPANY

Advertising Illustrations

104 MICHIGAN AVENUE · SOUTH
CHICAGO

Making It Easy for the Dealer to Turn Down the Other Man's Line

Selling Him So Well That He Fights for Your Product

By A. H. Deute

PUT yourself in the dealer's place. He has been handling a certain line of coffee and featuring it for several years. That house and the salesman from that house have both been friends of his for a long time. He may stock a few other lines of coffee, but he puts all his efforts behind one line.

Now, here you come along with a better proposition in certain respects. Maybe you offer a good line of advertising on top of a local exclusive agency or some of the other inducements which a house uses to get business.

You require him to push your line and give it preference. Maybe you bowl him over with your arguments and get a good sized opening order.

Then, after you have gone and maybe the advertising has started and the goods have arrived, there begins to be a cooling down. People don't come along and take away the new brand of coffee. The first glamour of having a new line wears off.

Just about this time, comes the old salesman from the other house. He has probably heard about your account getting in, but he professes much surprise when he comes into the store and finds it there. He has his talk all lined up and he drives right in and begins to make that dealer realize what he is losing. He makes the dealer feel that maybe, after all, he jumped too fast and listened to something he should have passed up. The salesman recalls the many years of satisfactory treatment at the hands of the old house, he tactfully suggests the many manifestations of friendly relations, and here is the salesman from that old house waiting for his order just as he has come

around to get it for all these many years.

The salesman points out that every line has its ups and downs and makes its mistakes just like a man does. But he points out, too, that the dealer knows what the old line will do—knows he can count on good treatment and good goods. What does he know about this new line? Possibly they promise a lot more. But is it good business for him to switch off from a line which has made him money and go over onto a new line which may be all right—probably is—but which has not gone through the acid test of years of thorough trial?

ORDERS IN SPITE OF HIMSELF

And the old salesman goes on this way: "Now, I don't blame you one bit. Your business is to get the line that will do you the most good in the long run. Maybe this new line is the best for you. I am not going to argue one way or another. But I do think that after all of our years of business relations we can make this suggestion: Take it easy. Go slow with it. Make it work itself out. If those people have confidence in their line, they will be willing that it should demonstrate to you. So suppose you give their goods a real chance to make good, now that you have your money tied up, but in the meantime, don't lose sight of the profits you are bound to make on our goods, and let's fix up a list of what you are short—"

And so he goes. The order is taken and when you come back to your dealer you find that he has stocked up on the old brand, and if you remonstrate with him to the effect that he hasn't lived up to his end of the agreement to

feature your goods in return for the exclusive sale, then he is apt to get peeved and offer to throw your whole line out.

Which means that you have to sell him all over again or maybe that he is already lost beyond redemption. It's a fact that it is often easier to get a brand new dealer lined up than it is to warm up a man who has started with the line and then been permitted to fall down.

All of which brings us right up to this: In placing the line for the first time, it's not enough to enthruse the dealer and get his name on the order. He must be so thoroughly sold that he will "stay put" while you are gone, and stay sold in the face of all the opposition. That's the real test. Maybe you know your line well enough to combat successfully arguments on other lines. But the dealer must be very thoroughly sold. Otherwise after you have gone and he is left all alone to combat the arguments of salesmen for other lines, he won't be able to protect your line. He is apt, in a very short time, to find himself resold on another line and so thoroughly stocked that in spite of any arguments you may put up, he must give his time and attention to a large degree to moving out the other line.

Now, for that reason, the thoughtful salesman to-day is paying as much attention as is necessary to training the dealer so that it is possible for him to *turn down the other man's line*.

FIRST MAKES THE SALE, THEN CLINCHES IT FOR THE FUTURE

A certain coffee salesman, in establishing agencies works along this plan. After he has sold his man and has the signed order in his pocket and is all ready to leave the store, he goes deliberately back and says to the dealer: "Now, you want to make this line pay you and we are anxious to back you up. Both you and I can well afford to give it another half an hour or so before I get out of town. I am coming down to-morrow afternoon and we'll go over

several of the selling points so that you can sell it more easily. It's the same as when we put a new salesman out on the road. We have to spend quite a bit of time teaching him the line. You're in the same boat. The more you know about our line, the better you can sell it and the more money you will make. So we'll get together and make sure you have all the talking points."

And the next afternoon he opens up this way: "Now, Mr. Jones, while I was selling you our line, I would not, of course, talk much about the other lines. No salesman has any business knowing anything about his competitors. But now that we are lined up together, it might be a good thing for you to know specifically just wherein our line has it on any other line, so that if any of your customers make comparisons, you can know what you are talking about."

After which he calls a spade a spade and compares his line with all competing lines, takes the competing lines and points out their good qualities and their weak points and shows the dealer how to use his line to satisfy all demands; also the particular points which he can use to overcome any objections which might be raised.

He never once mentions the real reason for this talk. It is simply to educate the dealer still further and put into his mouth the arguments he must use on competing salesmen and enable him to come out of the tussle victorious.

This salesman figures this way: "If I can put that dealer into shape and Perkins or Smithers tries to line him up, he can successfully turn him down. I've made a still better dealer out of him, so far as our line is concerned."

All that a dealer needs to make himself solid on a line is to defend it against the attacks of three or four salesmen for competing lines. When he has done that, he has got the selling talk so well into his head that he knows it, and, coming out of a tussle with the scalp of a competing salesman on

his belt, makes the dealer feel mighty confident of the superiority of the new line and puts him into position to make a success of it.

But let the dealer be shaken by a competitor's salesman and his usefulness to the line is much impaired. It's just the same as with one of your own men. If he succeeds in doing good business in store after store, he gets a certain confidence which often helps him over a rough spot. But let him be whipped several times in a row and the ordinary man will weaken. A great deal depends upon putting the dealer where he can be on the winning side. It immediately gives him a friendly feeling of confidence in the new line.

Another house uses this plan in anticipation of the attacks which are bound to be showered on the dealer by salesmen for competing lines: As soon as the house has been notified that a certain dealer has taken on the line, it sends him a letter discussing one particular point wherein the line has marked superiority. The next day, he gets

another letter emphasizing another advantage and so on for some two weeks. The idea is thoroughly to fortify the dealer and get him ready to combat the arguments that will be hurled at him. A house may well take a deep interest in its new dealer and figure that he is often up against a hard proposition when it is recalled that he is new with the line, knows practically nothing about it, but still has to defend his own judgment before the arguments of some of the most clever of salesmen. Honestly, it is quite a job to put on to a retailer, and a house can well afford to spend some time and money getting him well prepared, thus enabling him successfully to uphold the new line and establish in his own mind the fullest confidence in it.

ADVERTISING CEMENTS LINE TO THE STORE

A third house takes advantage of still another angle. It starts a local newspaper advertising campaign going as soon as the ex-

The George L. Dyer Company 42 Broadway New York



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

clusive agency is started. The ads run every other day and the dealer is supplied with a proof of the advertisement the day before it runs. The proof is sent out from the office direct to the dealer, and with it goes a letter calling attention to and elaborating upon the points discussed in the advertisement.

Each advertisement starts out: "Why John Blank has chosen the Smith line for his best trade." And then comes, as a sub-head, one of the reasons—and the reason is fully explained. The dealer and his clerks naturally read the advertisement and the argument becomes fixed in their minds. By the time they have had half a dozen of these advertisements aimed to hit them right between the eyes, the average dealer and his clerks are pretty well educated and able to stand up and fight.

That's a very desirable condition. When you have your trade so well trained that they can intelligently battle for the line, then something definite and concrete has been accomplished. It means that you have given your dealers the arguments they must have at their fingers' ends to enable them to justify themselves for having taken on your line. It also enables them to "show up" the other man and point out to him why they feel they are doing the right thing by their own business when they stand out for it.

Making it easy for the dealer to turn down the other man's line is indeed a mighty important part of making the sale. It's one thing to make a sale. Another and far bigger job is that of selling the dealer so thoroughly that he will stay sold and become an intelligent, active booster for the line.

If you sold a man a certain piece of machinery and didn't teach him how to operate it, you'd not be surprised if he soon became disgusted with it and anxious to get rid of it. But this, in so many words, is what many manufacturers do when they sign up the dealer on the purchase of a certain item and then don't teach him how to protect himself with it.

Business Men Are on Trial

In the mind of the returning soldier to-day the business man is on trial. There appears to be a disposition among a large number of boys seeking reinstatement in civil life to divide people into two classes: those who went to war and those who stayed at home. He feels without any noticeable bitterness at present that the business men, those who stayed at home, are the beneficiaries in this war. I think he feels that the business man can give him a job or withhold it. And right here I want to urge the Chamber of Commerce not to complacently turn over to others, no matter whom, the exclusive responsibility of finding jobs for these men, unless you feel sure this work will be done. I am not darkly hinting at any menace of Bolshevism. Indications are that no organized soldier movement will take such a radical course, but there is a plain opportunity here to win either the friendship or the distrust of these returning men. Winning this war in the field was a big job that was up to these soldiers, and they did it. They earned our lasting regard. Placing these boys back in civil life is another big job. This is not up to the soldiers, but up to us. If you don't do this thing yourselves, at least see that you get this thing done.—Robert H. Manley, commissioner of Omaha Chamber of Commerce, addressing the St. Louis meeting of the Chamber of Commerce of the United States.

Fire Injures Cusack Plant in Chicago

The building of the Thomas Cusack Company, West Harrison and South Loomis streets, Chicago, covering an entire block, was damaged by fire on the morning of April 30. Outdoor bulletins, signs and painting materials destroyed and other damage done caused a loss of between \$50,000 and \$75,000, it is estimated.

The fire rendered untenable a good portion of the offices and studio, but by extra effort work has been carried on.

John H. Dahn Back With "Photoplay Magazine"

John H. Dahn, formerly with Berrien-Durstine, Inc., and later with *Photoplay Magazine*, has returned from service in the Naval Reserve, where he received a commission. He has returned to the advertising soliciting staff of *Photoplay*, covering New York State and Philadelphia.

Smith, Denne & Moore Secure New Accounts

Smith, Denne & Moore, Limited, of Toronto, are handling the advertising accounts of the following companies from their Montreal office: Mint Products Company, Dougall Varnish Company, and Consumers' Cordage Company.

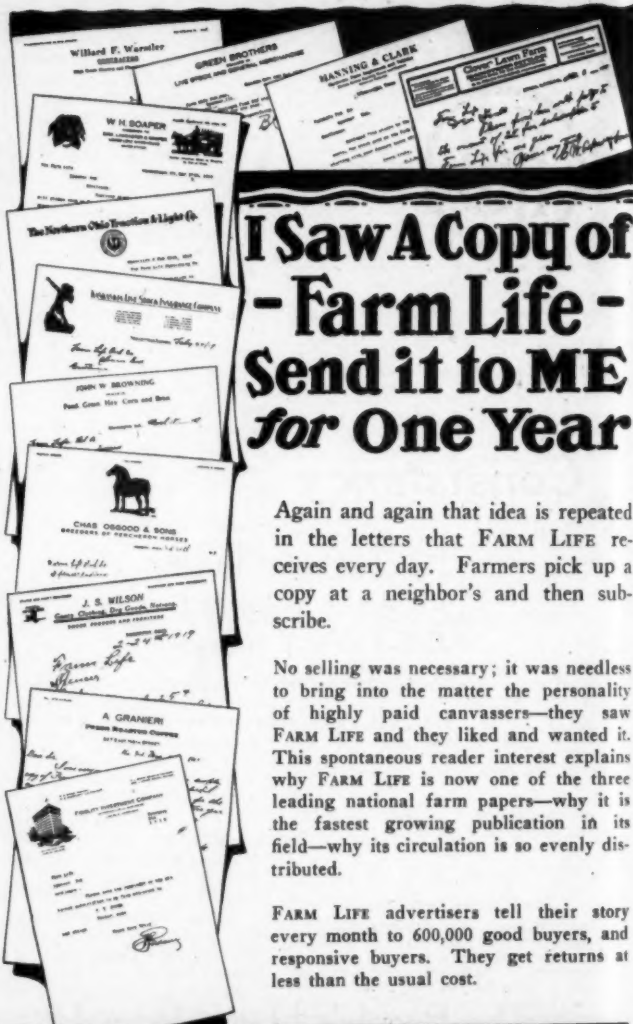


Consistency

THE PEOPLE'S HOME
JOURNAL is an ALL-
THE-FAMILY magazine
so intended and so edited
for thirty-four years.

The People's Home Journal
NEW YORK

For 34 Years the Magazine for Every Member of the Family



**I Saw A Copy of
- Farm Life -
Send it to ME
for One Year**

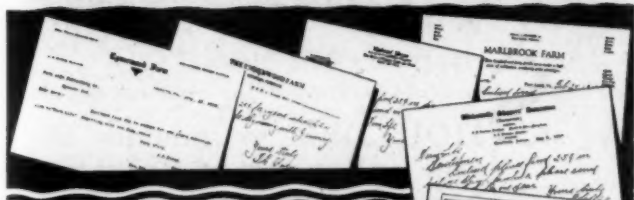
Again and again that idea is repeated in the letters that FARM LIFE receives every day. Farmers pick up a copy at a neighbor's and then subscribe.

No selling was necessary; it was needless to bring into the matter the personality of highly paid canvassers—they saw FARM LIFE and they liked and wanted it. This spontaneous reader interest explains why FARM LIFE is now one of the three leading national farm papers—why it is the fastest growing publication in its field—why its circulation is so evenly distributed.

FARM LIFE advertisers tell their story every month to 600,000 good buyers, and responsive buyers. They get returns at less than the usual cost.

SPENCER, IND.

Farm Life



Owners of Big Well Equipped Farms Read and Like it.

These letterheads show who a large proportion of the readers of FARM LIFE are.

Prosperous, business-like farmers, who have large, well-equipped farms. A very large part of FARM LIFE's correspondence from its readers is typewritten.

Small town business men—dealers in things the farmer buys—many of whom are also farmers.

Wives of prosperous farmers who are equipping the farm home more completely every year with the latest modern conveniences.

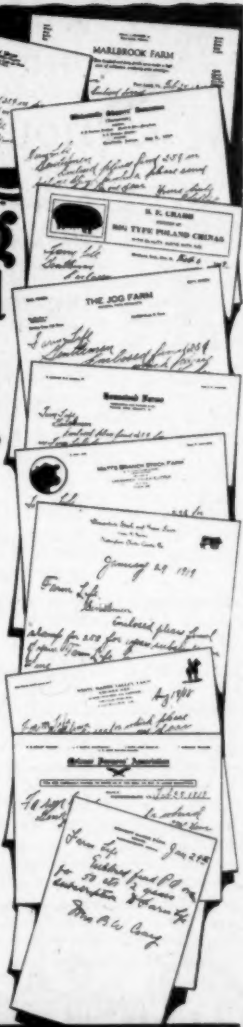
FARM LIFE's clientele is well above the average intelligence and purchasing power.

Make your reservations for the July Issue now. A page is standard size—450 lines. Dominant space costs less than in papers with larger page.

JOHN M. BRANHAM COMPANY

Special Representatives

New York Chicago Detroit St. Louis Atlanta



SPENCER, IND. Farm Life

SHOULDER to shoulder with you and your organization, Critchfield & Company offer the aid of business men who know advertising rather than advertising men interested in business.

A knowledge of type; of art; of writing; of catching the eye; of interesting the public:—

These things are necessary, and are not so common in agency service that they can be taken for granted.

Masters of this technique Critchfield & Company place at your service, also, their wide and long experience as organizers of successful selling campaigns.

A request for one of us to call upon you will be appreciated.

Critchfield & COMPANY

CHICAGO

NEW YORK

BOSTON

DETROIT

MINNEAPOLIS

The Danger of "Thinking" Advertising into a Rut

If Methods Are Clean and Honest They May Produce Results Even Though Out of the Beaten Track

By Lloyd Mansfield

Buffalo Specialty Co., Buffalo, N. Y.

WE are told by many thoughtful men that advertising is becoming more and more a profession and less and less a business, because it is being dignified by a code of ethics for the purpose of informing the advertising man just how far he may go in his work. In other words, we are beginning to hear such expressions as "unprofessional" or "unethical" applied to anything done in an advertising way which does not follow the rather well-defined rules which are being set down in text books and almost unanimously approved by advertising men wherever and whenever brought up for discussion.

It cannot be denied that progress is being made in advertising, because of the gradual formulation of basic principles so that less and less costly experimentation is necessary and so that fraud and exaggeration and indecency in advertising cannot endure. Thus is advertising emerging from the dark. Thus is experience gradually elevating advertising to the rank of a profession.

But how strict shall be our code of ethics? How hide-bound must an advertiser be? Isn't there a distinct danger in the education of beginners in advertising, for instance, if the thought is strongly intrenched that it might be unprofessional to be different and to follow anything but rule-of-thumb text-book methods?

To get away from these generalities and to come right down to a specific case—to an illustration which really is responsible for this article—I am going to take the liberty of referring to our recent advertising on Liquid Veneer. This advertising which hitches up the Champion Cow of the World to Liquid Veneer in a very promi-

nent way, both as to copy and illustration, has apparently aroused some discussion among advertising men and others as to whether it is good advertising or not; yes, some have said, as to whether it even conforms to the ethics of the "profession." All of which has been very interesting to us and not infrequently amusing.

Yet more interesting than anything else is the reluctance of anyone to attempt to *prove* that it is "poor" advertising, for it all comes down to a question of results. And that in itself is going to make a story some day which may be published if it will be of any help to advertisers and advertising men.

ADVERTISING CAN'T BE CABINED AND CONFINED

Now, the purpose of this article is not to talk about the results, but to point out what, in the writer's mind, is a serious danger, and that is the drawing up of rules and regulations prescribing the limitations of good advertising and the growing tendency to adhere more and more to these, resulting in the grinding out of advertising in a machine-made manner—copy must say so and so, illustration must conform closely to some use or appearance of the article advertised, etc. We say that advertisements that conform to these basic principles, when well executed, are "good" advertisements, but if someone dares to turn some of these old stick-in-the-mud ideas upside down and do the other thing, then it can't be good.

Why not?

I am making a plea that advertising men keep advertising from getting so solidly a "profession" that its code of ethics will throt-

tle the imagination and the desire to branch out on new ideas. Rather, I think advertising thought and practice should constantly encourage the birth of new appeals and methods, bearing in mind always the danger of being "different" beyond the dictates of common sense.

I make this plea with the firm conviction that hundreds of perfectly legitimate profit-bringing advertising ideas are being deliberately turned down because they don't adhere to established advertising principles, because advertising men have a vague notion that their use would be unprofessional and because of the knowledge that certain advertising campaigns have failed that were different. Heaven only knows how many have failed because they were not different. There is the greater danger.

RULES MAY BE TOO GREAT A BURDEN

After all it isn't so much what advertising men *think* of a certain campaign as the results it produces that determines the worth of advertising, provided the methods used are honest and clean. Nevertheless, let's not think advertising ideas into a rut; let's not think advertisers into a scared submission to "must-be-thus-and-so-advertising."

Too many advertisers are content merely to get their advertisements read. Too few are endeavoring to have people not only read their advertisements, but discuss them with others who possibly never would read them, thereby doubling the audience and making one dollar do the work of two.

And so, some day when advertising has attained the full dignity of a profession, let's not have its code of ethics so narrow that originality and imagination are frowned upon for fear someone may get out something "unprofessional."

Perhaps I am taking too severe a view of the situation and building up a mythical bugaboo, but I can't help thinking that here is a real danger, and I base this on a good many indications of this very

danger that has come to me in connection with our recent Liquid Veneer cow advertising, some of the comment on which has been surprising, because of its lack of comprehension of the possibilities of advertising that is "different."

After All It's the Copy that Turns the Trick

SMITH AND PARIS
BOSTON, April 29, 1919.

Editor of PRINTERS' INK:

Speaking of the present day scramble for art and typography, I would like again to insist that copy is not entirely out of place in an advertisement. We all know that of the three vices, art, typography and copy, the last is by far the hardest to master. Which may account for the popular superstition that, after all, copy doesn't really matter much if lay-out and type are one hundred per cent pure.

Be that as it may, the awkward fact remains that the objective of an advertisement is, or should be, the vulgar act of bringing home the ultimate bacon. Art may make the pig stop eating and look at you—typography may cause him to emit a mild grunt of appreciation—but copy, and copy alone, will induce him to part with his bacon.

Let us apply the methods advocated by old Kid Specific.

A well-known soap manufacturer has been making for some years what is now a well-known soap. For a long time after it was first marketed, the response was not what it should have been. The soap was good, hygienically speaking, and could be roughly classified as about half way between dog and toilet. Not exactly dog, and still not strictly toilet. The stumbling block was its odor—wholesome, but a little high powered. After trying for some while to side-step the issue on the odor without success, the time-tested device of using the odor as the chief selling point was adopted. It was dwelt upon, enlarged upon and pounded in every piece of advertising matter used in connection with the soap. True to mob psychology, the soap went over without any further fuss or feathers, and is now a respected and respectable member of the manufacturer's highly respectable line. Imagine trying to put this or any really difficult campaign across with art and typography playing the leads.

To the a & t fans I will at once concede that the usual and ordinary can be successfully accomplished with indifferent or even poor copy—in fact, this is susceptible of daily proof. But when the going is rough and the sales curve is bleeding from a dozen ghastly wounds, it is high time for those seductive vaudevillians, the Misses Art & Typography, to step gracefully aside and make room for that homely, comfortable old General Practitioner—Copy!

MARK V. O'NEILL.

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How to Get the Warmth of the Personal Handclasp into Company Mail

Let Correspondents Give Free Play to Their Personalities

DAVID ADLER & SONS CLOTHING CO.
MILWAUKEE, WIS.

Editor of PRINTERS' INK:

We are having a controversy within our house as to whether or not it is advisable for a large corporation to permit its letters to go out ordinarily with a typewritten signature, or whether under the firm's typewritten name there ought to appear the penned initials or name of the writer of the letter.

If you can offer any suggestions or refer us to any article on the subject we should like to adopt a standard practice in conformity with the best usage.

ED. WOLFF,
Advertising Manager.

WHILE several fine, successful old houses still largely keep the personal element out of their correspondence, the general tendency is overwhelmingly in the other direction. Most concerns encourage those in their employ who dictate letters to sign them personally and otherwise to give free play to their individuality.

There are good reasons for this usage. It has been found that letters are usually more effective when they exude the warmth of the personal touch. Certainly, people prefer to receive such letters. Generally, when a letter is signed by the company and the name of the person who dictated it does not appear, it seems too cold and formal to inspire much enthusiasm.

When a business grows large, one of the hardest tasks that confronts its managers is to maintain the intimate personal relations with its customers that existed when it was small. The personal greeting and the occasional handclasp that the small proprietor is able to extend his patrons, is one of the strongest assets of his business. When that enterprise attains such size that its head is obliged to retreat to his private office, and to shut himself off entirely from his customers, the business loses something that it is hard to make up in other ways.

The only way that the loss can be made up is for the manager to encourage his employees to cultivate the personal relation that he, himself, has been forced to discontinue. Whether this is done by letter or in person, the principle is just the same.

When dealing with a corporation, people naturally feel that such a large organization cannot be interested in them personally. This is an impression that the executives of such a company must offset in every way that they can. There is no better way of doing it than for the company to let its patrons know that, after all, a corporation is made up of individuals. The customer must be made to see that, while nominally he is dealing with a so-called soulless corporation, actually he is dealing with a flesh and blood individual. The customer must be made to feel that his interests are being looked after by a person whose duty it is to do that very thing.

THE REASON WHY PERSONAL SIGNATURES PAY

Thus it can be readily seen why it is advisable to let correspondents sign their own mail. The company that does not permit this is discarding an asset that would be of great value to the business.

The mail-order people, though having no immediate contact with their customers, have been able to introduce a personal feeling into their relations with them that has been very instrumental in making the mail-order business what it is to-day. The "I" and the "you," which appear so frequently in mail-order correspondence humanize their letters and minimize the absence of the personal contact.

One manufacturer who has built up an extraordinarily large mail

business with the retailer, encourages his house salesmen to write all letters in the first person. The firm's name appears only at the top of the letterhead. As a result, the letters of this company are always chatty, personal and interesting. Certainly they contain vastly more sales power than if their writers tried to hide their personalities behind the high-sounding name of the institution itself.

There are only two real objections to letting correspondents sign their names to company mail, and neither of these are important. The first objection is that when letters are signed personally, replies are likely to be addressed to the writer rather than to the company, and then, if that individual should happen to be absent from his desk, the letter would not receive attention until his return. Most houses overcome this difficulty by opening in the regular way all letters addressed to individuals unless they are marked "personal."

The second objection is that where correspondents are allowed to play up themselves in their letters, they are bound to develop a personal trade, which may follow them should they decide to cast their fortunes with some other house. The answer to this is that it cannot be helped. As a matter of fact, though, not much trade is hawked about in this manner, certainly not enough to offset the decided advantages to be gained by allowing correspondents to be wholesomely human in answering letters.—[Ed. PRINTERS' INK.]

Good Foreign Representatives Trained in War

IN the past the American has been a poor expatriate. Superior home conditions, and a lack of knowledge of foreign countries operated to prevent any general desire for life abroad. In contrast to this, European youth definitely choose foreign careers.

They go to foreign countries at an early age to master languages and learn commercial practices. Congestion at home insures larger opportunities abroad.

It therefore has resulted hitherto that many of our exporting firms have been forced to select foreign-born representatives for overseas operations. There has been a lack of interest among American young men either to live abroad or to acquire any other language than English.

But the great war has brought a definite change in this condition. The very flower of our young manhood has gone overseas, and come in first-hand touch with civilization as old as recorded history. They are returning with an international vision, and many are already seeking opportunity for foreign service.

Was there ever before in the history of the world such an army of invasion! I have talked with numerous returned officers, and they all bear the same testimony—the native-born American was absolutely invincible; a crusader, fanatical in courage.

If any fear tugged at his heart, it was the fear of being afraid. The young lads at the great French aviation camp saw as they went aloft the open graves dug in advance for those who would come to earth that day like a falcon with broken wing; and yet, they never lost their nerve. What was true of them was true of all, wherever they served or fought.

From these returning throngs, young, resourceful, alert, full of vitality, courage, and initiative, a wonderful body of Americans can be secured to carry abroad the banner of trade as undauntedly as they carried the flag of their country.—Edward Prizer, president Vacuum Oil Co., addressing National Foreign Trade Convention in Chicago.

R. L. Thayer Opens Studio

Raymond L. Thayer, for the last two years art director of the Edinburgh Artists, has opened his own studio in New York.

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If You Have a Story Worth Telling—Tell It Now

Advertising is the Solution of this Present National Problem

IT is generally conceded that America has made more progress than any other country. . . .

Advertising is the solution of this present national problem. The means of reaching the consumers are at hand.

Never in the commercial history of the nation has there been more of an incentive for advertising than now. New markets and new opportunities never before dreamed of have opened before our eyes waiting for the spotlight of publicity to develop their potentialities.

It only remains for those who manufacture and those who sell to take advantage of the greatest sales weapon known to business today—advertising. . . .

As Uncle Sam has said, "The Public Has the Money, Go Get it—Advertise!"

Again Opportunity is knocking at every door in America. Today is beginning another epoch in American industry.

Advertising is the certain, quick and most economical method of developing a business known to industry.

It is such editorials and articles on vital business subjects appearing regularly in Leslie's Weekly, and read by a half-million intelligent Americans particularly receptive to constructive discussions of business subjects, that make this publication especially valuable for both the institutional and merchandise advertising campaigns of American industrial enterprises.



From an article by Roger W. Babson in the May 3rd issue of Leslie's Weekly.

To Insure Your Own Prosperity and That of the Nation—Advertise

As advertising played its part in the war as a means by which it was possible to guide and co-ordinate the "Win the War" spirit in a manner which would insure its effective exercise, so let advertising play its part

during this period of transition.

If you have something to sell and you want to sell it to the greatest number of people in the shortest time possible and at the lowest sales cost—advertise. . .

If you have a story worth telling—and what manufacturer or merchant has not?—tell it now. Reach out for those great markets which are ready and willing, yes, eager to buy the things you have to sell but do not know that you have them.

The power of an idea multiplied in millions of minds moves governments—or goods, as the case may be and advertising is the force which develops the power, which makes the multiplication possible on a large scale.

To insure your own prosperity and that of the nation—advertise.

Leslie's

Illustrated Weekly Newspaper

L. D. FERNALD, ADVERTISING DIRECTOR
New York—Boston—Chicago—Seattle

56

PROGRESSIVE ADVERTISERS

Are Under
Contract
to Use at
Least One
Full Page
In Each
and Every
Issue of
MOTOR
the Livest
Industry's
Leading
Magazine

Advance Automobile Accessories Corp.
American Chain Co., Inc.
American Motors Corp.
Automotive Wood Wheel Manufacturers' Ass'n.
Bethlehem Motors Corp'n.
Brunswick-Baileys-Collender Co.
Champion Spark Plug Co.
Chandler Motor Car Co.
L. C. Chase & Co.
Clyde Cars Co.
Cudahy
Dayton Engineering Laboratories Co.
Diamond T Motor Car Co.
Dart Motor Car Co.
Electric Auto-Lite Corp.
Essex Motors
Federal Rubber Co. of Illinois
Firestone Tire & Rubber Co.
General Motors Truck Co.
J. P. Gordon Co.
Hardman Rubber Corp.
Harrison Radiator Corp.
Hudson Motor Car Co.
Jaxon Steel Products Co.
Jenkins Vulcan Spring Co.
S. C. Johnson & Son
Kellum Mfg. Co.
Kentucky Wagon Mfg. Co., Inc.
Lexington Motor Co.
Link-Belt Co.
McQuay-Norris Mfg. Co.
Marathon Tire & Rubber Co.
Mason Tire & Rubber Co.
Maxwell-Chalmers Motor Co.
Milburn Wagon Co.
Moines Plow Co.
Morris Chain Co.
Nash Motors Co.
National Can Co.
Nordyke & Marmon Co.
Peerless Motor Car Co.
Russell Mfg. Co.
S. K. F. Industries
Standard Woven Fabric Co.
Stewart-Warner Speed Corp.
Stromberg Motor Devices Co.
Taylor Mfg. Co.
Templar Motors Corp.
Tillotson Mfg. Co.
Traffic Motor Truck Corp.
United States Motor Truck Co.
Walker Mfg. Co.
White Co.
Winton Co.
Williams Foundry & Machine Co.
Zenith Carburetor Co.

PRINTERS' INK



A very few advertisers might just happen to use maximum space in a publication.

When fifty-six experienced space buyers use a full page in each and every issue of any medium there can be but one conclusion—it *must* pay.

And when these space buyers include many of the leading manufacturers of an industry noted for progressiveness, the conclusion becomes the more firmly established.

Of course, MoToR's full page advertisers constitute only a part of an advertising clientele that numbers nearly two hundred manufacturers of motor cars, trucks and accessories.

That copy of May MoToR you saw (or should see) is part of the largest edition in the history of the magazine. *Watch MoToR grow!*

MOTOR

THE NATIONAL MAGAZINE OF MOTORING

119 West 40th St., New York, N. Y.

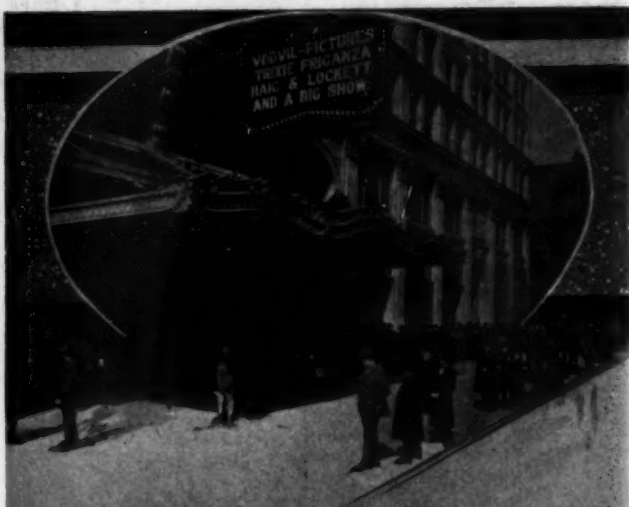
Detroit, Mich.

Chicago, Ills.

1408 Kresge Bldg.

326 W. Madison St.

MoToR sells more copies per issue on the newsstands than all the other automobile publications combined.



Why the Movie Houses Believe in Oplex Signs

The sales problem of the moving picture theatre is to reach its public quickly, to "grab them off the street." With a bill that is constantly changing the job is to shout the offering to the crowd with maximum force both day and night.

That is why they are using Oplex Signs—raised white letters on a dark background—particularly the interchangeable Oplex signs in which the reading can be changed in a few minutes by simply taking out one set of letters and putting in another.

Your business may not be a moving picture theatre, but whatever it is, it needs the same forceful electrical advertising to impress your trademark upon the people who pass your door, your dealer's door.

We shall be glad to tell you all about Oplex signs, and send you a sketch showing how your sign will look.

The Flexlume Sign Co.

Niagara St. and Potomac Ave.
Buffalo, N. Y.

Pacific Coast Distributors:
Electric Products Corp.
Los Angeles, Cal.

Canadian Distributors:
The Flexlume Sign Co., Ltd.
Toronto, Ont.

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How Hood Tire Company Built Its Distributing Organization

One Salesman for Every Forty Accounts

By Leonard Etherington

"THE rock on which we have built up our success is the retail dealer," said W. W. Duncan, general manager of the Hood Tire Company, of Watertown, Mass., when I asked him to tell something of the methods employed to build up its wonderfully developed selling system in the last few years.

The financial papers recently gave some interesting statistics of the growth of the Hood company, showing that the concern's net sales increased over twenty per cent last year, a large percentage of which was in the tire end of the business.

"The secret of our success," said Mr. Duncan, "has been due to the fact that we have developed our sales plan and organization very carefully and methodically. The basis of our organization is the retail dealer. From the very beginning we realized that our real problem was to get the dealer to stock our tires. That once accomplished, the rest would be easy, for a dealer who has a stock of tires on hand, for which he has paid, is going to sell them, that's sure.

"To accomplish this purpose we divided the country into a number of stock depot points, of which there are at present eighteen. These stock depots are run by a dual organization. One man is placed in charge of the Service Department, which includes accounting, shipping, adjustments and office details. He also handles the dealers under instructions from the general office manager at the factory.

"Then there is at each stock depot a local sales manager, who also has an assistant. Directly over the local sales managers are five district sales managers, supervised by the general sales man-

ager. Under the local sales manager there are order-taking salesmen. All new accounts are opened by the local sales manager or his assistant, and there is a salesman for an average of every forty accounts. We consider that is about the average number of dealers a man can comfortably call on and take care of monthly.

"The job of the order-taking salesman is to increase sales to the accounts under his jurisdiction, and to give his customers all the help and assistance in his power.

HOME OFFICE IN TOUCH WITH LOCAL MANAGERS

"Opening up new territory is like a game of checkers. No two work out just alike. We keep in very close touch with our territorial managers. Each receives from us every month a sheet showing developments in his territory in graphic form. It also contains the names of prospective dealers in every town and city of over 2,000 inhabitants. We also send him a sheet each month showing the sales made in the past month, and with it a sales letter for each of his order-taking salesmen.

"We do not allow the local managers entirely to control the salesmen. All of them receive their orders from headquarters, and their movements are controlled from the home office, and they make daily reports to us.

"When a new account is opened, the salesman is required to send us some very specific information, including credit ratings. When sending in the first order from a new dealer it must include an advertising order and credit report, or no attention is paid to it.

"Every half year each salesman is required to send in what we

call a City Report. This report gives the name and other information regarding every dealer in tires in the territory covered by the salesman. These reports are carefully examined and we work up new dealers largely through the information on these sheets.

"We select our dealers very carefully. We do not allow our salesmen to go into a city and ap-

vertising campaign. It is just as carefully planned as the dealer campaign. The basis of the advertising is the famous 'man with the red flag' poster. He appears in all the advertising. The use of the man with the red flag as the central figure of the advertising was accidental. In every advertisement and road sign there also appears a reproduction of a tire,

with the words 'Hood Tires' in the centre. It was originally intended to build up the advertising around this tire sign. But the public took so wholeheartedly to the man with the red flag that our plans were changed accordingly and we have ever since made him the main feature of all the publicity.

"We pick the locations of our bulletins very carefully," said Mr. Duncan. "For instance, when we were going to cover New England, we had over 300 photographs of head-on locations. Then each location was subjected to three questions and had to pass them satisfactorily before we put up a sign-board at that location.

"The first question was: Is it a good advertising location? Second: Is there need of a warning sign in this location for the benefit of motorists? Third: How are the locations placed in reference to our dealers' stores, both dealers we want to get, and those we already have?

"All locations suggested for signs must successfully pass those three test questions before they are accepted. Territory that had been opened up before the red signs were adopted increased sales from 500 to 700 per cent in four months after the signs were put up."

When they go after a prospec-



"This wouldn't have happened if—"

"A rainy night. A dark, narrow road. You and your friends had enjoyed the show and were having a good time in spite of the weather.

"Several miles yet to go. Then—a blowout! But it wouldn't have happened if that tire had been a Hood.

"Hood Extra Ply Tires are guaranteed to run 6,000 miles. That is minimum, of course—they usually do a lot better.

"A Hood is the most economical tire you can buy, because it costs less per mile guaranteed than any so-called 'standard' tire of equal size. Consider the question of cost per mile. Miles are what you really pay for."

Put on a Hood to-day
Forget it for a year

HOOD TIRES

You can buy
HOOD TIRES
at this sign

At the Hood
Tire Co., Inc.
Waterbury, Conn.
and at all
Hood Tire Dealers

HOOD TIRE CO., INC.
WATERBURY - - MASS.

OUTDOOR ADVERTISING CHARACTER BECOMES MAIN FEATURE OF COMPANY'S WHOLE CAMPAIGN

point dealers they may select and as they see fit. Hood dealers must have certain qualifications and we are careful whom we allow to represent us. From the reports giving information about all dealers selling tires in each district, which we get half-yearly, we pick out the ones we think would be good men to sell Hood tires. Then we go after these men scientifically to win them over to us. In the smaller cities and towns we appoint only one dealer. In cities of large size, like Chicago, we have several, located so that they will not conflict."

"Now about the Hood Tire ad-

tive dealer they show him just where the bulletins are to be placed in his territory, and explain the bearing they will have on his business. Every dealer is required to display either an electric Hood Tire sign, a metal flange sign, or a window transparency, to connect him up with the road boards. Also inside the store on the counter there is always displayed a miniature road board. This miniature contains a set of reproductions of Hood tires and a book in which are printed a number of questions and answers relative to tires. This book sells a lot of tires, and is known as the Silent Salesman.

All the advertising is standardized, and every advertisement in the magazines on their list this year will be in colors, except one, which happens to be less than a page. Every advertisement displays prominently the man with the red flag, and every one is timely and hammers home a different selling point. The campaign is laid out so that an announcement appears every week in the year in some magazine.

Mr. Duncan tells an interesting story regarding the pulling power of their advertising. While the magazine advertising is directed nominally to the consumer, they are just as much interested in its effect on their dealers and prospective dealers. If the advertising sells the dealers, the dealers will sell the tires. A year ago last September they ran a full-page advertisement in a popular magazine. When the advertisement appeared it was considerably criticized.

As a matter of fact that one advertisement had been mailed in proof form to its list of prospective dealers, and had pulled in 1500 new accounts for them. The advertisement, therefore, had accomplished its purpose before it appeared in the magazine at all.

Every dealer receives a six-page folder, which tells when and where the magazine advertising will appear during the year, together with reproductions of the advertisements and other information. Ten days before the ap-

pearance of each advertisement in a magazine every dealer gets a four-page circular, containing a facsimile of the advertisement in colors. On the opposite page is a letter telling when and where the advertisement will be published, and some mighty useful talking points for the dealer to use when talking to customers regarding the statements and claims made in the advertisements.

How useful these weekly letters are to a dealer and how clearly they explain everything necessary will be understood by reading one of the company's recent advertisements and the letter which was sent to dealers regarding it. Here is the reading matter of the advertisement:

"GO SLOW—THINK FAST"

There's a dangerous curve ahead. Think of that when you see me by the roadside. And think also of this: The reconstruction period is starting. Taxes will be high, living will be high, and it is the time to get the utmost in value for every purchase made.

Why not demand for every dollar spent for tires the maximum return in mileage guaranteed?

On that basis the Hood Extra Ply is the lowest price tire you can buy because for only 26¼% additional in first cost it guarantees 71¼% more mileage than any so-called "standard" tire of equal size.

The letter which accompanied it when sent to dealers is as follows:

THIS "AD" WILL APPEAR IN THE FEBRUARY ISSUE OF "EVERYBODY'S MAGAZINE"

It will attract tire users to the sign of the Hood dealer. Is your sign displayed? These people are going to ask how we get the figures. So let us explain.

Hood mileage guarantee.....	6,000
Ordinary mileage guarantee.....	3,500
Difference.....	2,500
2,500 ÷ 3,500 = 71¼% more guarantee.	
Hood 34x4½ Arrow sale price.....	\$67.20
Any ordinary 34x4½ N. S. sale price.....	53.25

Difference.....	\$13.95
\$13.95 ÷ 53.25 = 26¼% more cost.	
The first item is the same for all sizes excepting Ford sizes, which are:	
Hood mileage guarantee.....	7,500
Ordinary mileage guarantee.....	3,500

Difference.....	4,000
4,000 ÷ 3,500 = 115% greater.	

The second item varies with the size and price of tire. Look up size, take price of Hood tire, subtract prices of corresponding size tire, and divide dif-

ference by price of corresponding tire, giving per cent cost additional for Hood.

This works out as a standard argument on Hood against standard tires.

Hood guarantees back the price.

The Quality allows the guarantee.

HOOD TIRE COMPANY, INC.

Here is another recent advertisement, calling attention to the lasting quality of Hood tires:

"PUT ON A HOOD TODAY—FORGET IT FOR A YEAR"

Think of what that means to you—6,000 miles of safe, sure, uninterrupted service. No worries over the motorist's leading question:

"Will that tire outlast the trip—will a blowout spoil the pleasure of my afternoon and evening?"

On you drive for at least 6,000 miles—every mile guaranteed by a manufacturer who has built his business like he builds his tires—on a principle that quality should come first in everything.

Hood mileage guarantee, 6,000.

$49.50 \div 6,000 = \$0.0083$ Hood per mile cost.

Ordinary guarantee, 3,500.

$.0083 \times 3,500 = \$29.05$.

Bring what ordinary tire should sell for to equal Hood cost per mile.

Ordinary tire price.....\$39.00

Ordinary tire price at Hood cost per mile..... 29.05

Ordinary tire costs more than

Hood on per mile basis....\$ 9.95

Try this on any standard tire. Divide Hood price by Hood guarantee, getting Hood cost per mile.

Multiply Hood cost per mile by other tire guarantee gives price for which other tire should sell to be same cost per mile as Hood.

Hood is cheaper than standard tires.

HOOD TIRE COMPANY, INC.
P.S. Remind users that Hood saves the price of a tube.

These four-page circular letters are also mailed to all prospective



A TYPICAL LOCATION FOR A HOOD BULLETIN

And when you figure it out, you'll find that a Hood Extra Ply costs you less than any so-called "standard" tire of equal size.

That is, less per mile guaranteed. And this is the only basis of price fixing which will give you your money's worth.

And this is the letter of explanation and advice that went with it in the weekly folder to their dealers:

THIS "AD" WILL APPEAR IN THE FEBRUARY ISSUE OF THE "RED BOOK MAGAZINE"

Is the sign of the Hood Dealer prominent so tire users can find you?

Many a user has said to us, "I feel so safe on 'Hoods.' I know I won't have to change a tire."

But they may ask you about the saving and less cost per mile.

Show them this additional way:

Take 33x4 Arrow for example.

Hood price, \$49.50.

dealers, and the new accounts opened through them are astounding, says Mr. Duncan.

A very careful method has been adopted in opening up new territory. When a new territory is to be opened up, the road bulletins are all in place six weeks before, the branch depot was opened. A man is sent through the territory getting the names of all the dealers in tires in all the towns and cities to be covered, the volume of business they did, the concerns they represented, and their credit rating.

From these reports the home office picks out the dealers they want to work on—the logical man in each place to be the Hood Tire dealer.

Five weeks before the store opens, the prospective dealers begin to receive the weekly four-page circular already mentioned. Then the stock depot is opened. Next a letter is sent to the prospective dealers telling them the stock depot is open for business. Then follow the calls of the local sales manager and his assistant. Mr. Duncan says it has been found that it takes just about three months after a depot is opened to have it on a paying basis.

No letters are sent to prospective dealers except the regular printed four-page weekly folder. It has been found that it takes from five to eleven of these form letters to get prospective dealers to talk business. The normal rate of increase in dealers has been about three hundred a month. This will probably be largely increased. Mr. Duncan says they expect to increase their sales fifty per cent by August first.

Twice a year a stamped and addressed reply postcard is sent to all dealers, asking if they have any kicks to make on service, advertising, etc. The postcard reads as follows:

Dear Sir:

Have you been satisfied with Hood tires? Yes ☐ No ☐

Has the advertising helped you? Yes ☐ No ☐

Have you used the Silent Salesman? Yes ☐ No ☐

Is the Sign of the Hood Dealer up? Yes ☐ No ☐

Any complaints.....

.....

Signed.....

Check answers and drop in mail.

Of the postal cards received in reply last time, 97 per cent had no fault to find. Of the remaining 3 per cent most of the kicks did not deal with merchandising, and a few minor faults were on merchandising methods in a few cases.

An important dealer aid is a series of letters prepared at the home office for the use of dealers to mail to their customers. These letters are all in envelopes ready to be stamped and mailed. There

are several different letters, written in the terms of the business or profession the prospect is engaged in. They comprise letters for doctors, lawyers, bank clerks, business men, etc.

Still another very popular method of helping the dealers is the Hood Auditing Service. This service consists of a corps of traveling auditors who go around the country teaching the dealers better merchandising methods. The company will go so far as to place one of the traveling auditors in the office of a dealer whose methods are lax, or who is losing money, long enough to put the dealer on his feet. The auditors teach the dealers not only how to keep their books in order, but how to finance themselves. They are taught how to prepare financial statements and how to talk to their local bankers when asking for loans.

Tomlinson Vice-President of Doremus & Morse

Everett T. Tomlinson, Jr., formerly of Doremus & Co., and Russell Law, has been elected vice-president of Doremus & Morse, New York. During the last three Liberty Loan campaigns Mr. Tomlinson has been head of the Division of District Co-operation for the entire Second Federal Reserve District outside of Manhattan, Brooklyn and the Bronx.

C. J. Bunbury Released From Army

C. J. Bunbury has been appointed manager of the service department of *Export American Industries*, of New York. Mr. Bunbury received a commission in the British Army and was sent to France in 1917. He was later promoted to captain and sent to the Italian front.

Prior to joining the army he was export manager of the *Crex Carpet Company*, New York.

Canada Tells Returned Soldiers About Farming

The Baker Advertising Agency, Toronto, has prepared a campaign for The Soldier Settlement Board, of Ottawa, which will run in the daily newspapers and veterans' publications of Canada to inform returned men exactly what sort of proposition the Government has to offer men with more than a fifty-fifty chance of making good as farmers.

Supply Your Dealer With Useful Ideas

The "Average Dealer" Doesn't Exist—Adjust Your "Co-operation" to the "Live" Ones

By L. J. Walsh

Of R. Wallace & Sons Mfg. Co., Wallingford, Conn.

I KNOW of no business in which it is more advisable to "watch your step" than in this business of advertising and sales promotion on a national scale.

Especially, I think we advertising men must be careful to "watch our step" as regards the dealer co-operative plans of cut-and-dried order which we are apt to evolve.

At one time I had the privilege of scrapping two or three very fine ideas I had which later on I planned to incorporate into a series of dealer co-operative folders. This series was based upon my ideas of the *average jeweler*. The plan I had was embroidered with a lot of plain and fancy touches.

Then I asked myself if there was such a person as the average jeweler. I decided to test out my plan and at the first opportunity I took a little trip. And then it dawned upon me that while there were some men whom this plan would fit, it was more desirable to fashion the campaign to meet the needs of really enterprising jewelers.

An outstanding example of the really enterprising dealer came to my attention a year ago. This man had so many facets of his character that he is worth describing in order to show how sadly a cut-and-dried plan of "dealer co-operation" would fail to link up with his activities and possibilities. You will find his like in almost every line of business, although I must confess that men of his calibre aren't as thick as the leaves in the summer time.

In a town of about 18,000, situated twelve miles from one of the largest cities in the state, there located a few years ago a

certain jeweler. There were jewelers in town already. The train, trolley and the automobile all carried the quota of the trade of this town and the surrounding villages to the larger place, so people predicted his failure. In a short time they looked for the new jeweler to "kick the bucket," businesswise at least, but he was not the style of a man his prognosticators figured on and he fooled them. He "lowered his bucket" and drew up a full measure of success.

This is about the way he went at it. First of all he cleaned house in the little dried up business that he found on his hands; disposed of all heirlooms, relics, and antiques in the place, and in their room he put an up-to-date stock of standard advertised lines, then made preparations for an "opening" such as the town had not seen—modest yet at the same time businesslike.

He took for granted that every one of the 3,000 families in the town possessed one or more customers for his goods, and not being satisfied with that, he held the same belief to be true of all villages surrounding his town.

LAYS FOUNDATION OF A GOOD "REPEAT BUSINESS"

Previous to the formal opening of his new store he sent out invitations to selected lists wherever he had potential customers, and to each one who accepted the invitation and visited his store on opening day, he presented a dainty little box which contained a tea spoon of a popular design in a well-known brand of silver plate, as a souvenir. To the spoon was attached a card telling about the pattern, giving a list of articles

My Contracts Are As Inter- esting As My Correspondence

Within the past few weeks I have closed contracts for Universal Industrial Motion Pictures with SEVEN big National Advertisers—regular Satevepost “double-spreaders”—the kind advertising men call “a nice account”—proudly, or enviously, as the case may be. These are the products to be advertised:

Women's Garments
A Musical Instrument
Silverware
An Electrical Utility
A Pleasure Vehicle
A Firearm
A Brand of Hosiery

They Have
Seen the Light

Furthermore:—

I have just completed SIX other Universal Industrial Pictures for advertisers of the same class. These will be released shortly. Most of them will be nation-wide Universal Guaranteed Circulation Campaigns. These are the subjects of the pictures:

These Will
Soon Be in
the Screen-
Light

A World-known Office Appliance
A World-known Motor Car
A World-known Auto Accessory
A Leading Woolen Product
A Famous Silk Product
A World-known Educational
Institution

Don't forget that these are in addition to my “8—ROAD SHOWS—8” recently announced in Printers' Ink. They are still showing to readers of Universal Guaranteed Circulation. I will do as much for you any day. What more can I say until you write me? (I'll have a lot to say then.)



UNIVERSAL FILM MANUFACTURING COMPANY

Harry Levey, Manager, Industrial Department

Largest Producers and Distributors of Industrial
Motion Pictures in the Universe—Studios and
Laboratories—Universal City, Cal.; Fort Lee, N. J.

1600 Broadway

New York

with prices, also mentioning that eleven spoons of this design would cost so much, and that these, with the one they already had, would complete the set of one dozen.

He managed to get his message home to these people, and in this way laid the foundation of a pattern of silver plate in a number of homes. He told the visitors about his business methods, described the lines he carried, and left an impression that his store was a good store at which to trade, and that by trading with him they could save their time and money.

Further, knowing that a great proportion of the silver purchased—particularly sterling—was intended for wedding gifts, he set out to make his store the wedding gift jewelry store of that town. When an engagement of a young couple was announced in the vicinity he immediately sent an invitation to the bride-to-be, her mother, or some close friend, as the case might be, to visit his store and inspect his stock of silver, etc. In the meantime, obtaining the bride's initials, he had worked up several monograms and sent them to her asking her to express her choice, and to grant him her permission to use that particular monogram for marking all gifts intended for her which might be purchased at his store.

Then when a person came in to buy silver he adroitly inquired if it was intended for Miss So-and-So's wedding (and generally it was). From a list which he kept he could show them what had been purchased already at his store for her, thus avoiding duplication of pieces, and at the same time having all selections as nearly as possible of one pattern. His clinching argument came when he presented her own choice of monogram design with which each piece of silver would be marked, free of extra charge.

People appreciated this service and his store was not long in becoming the wedding-gift jewelry store in that place.

These are but a couple of the methods that the jeweler used in bringing about the success which he certainly did achieve. His lists are thorough—births, engagements, marriages, anniversaries, graduations, etc., etc., all distinct and all cultivated, pruned and cared for each in its own special way. He is dependable, always advises the best he knows. He believes in truthful advertising, practices it and it pays him.

In a word he is an idea man, and advertisers to interest him must recognize the fact and give him usable ideas.

J. V. and E. A. McGuire Out of Service

Corporal John V. McGuire and his brother, E. H. McGuire, have been discharged from the service. John V. McGuire was cited for bravery under fire while fighting in the Argonne forest. The McGuire brothers before entering the service were engaged in the printing business in New York with James A. McGuire, another brother, who is now on the sales force of the Robert L. Stillson Company, New York.

Randall Secures Wilson Truck Account

The J. C. Wilson Company, Detroit, Mich., manufacturer of Wilson motor trucks, has placed its advertising account with the Fred M. Randall Company, Detroit. A national campaign has been started. The company has also secured the account of the Kuhlman Electric Company, Dayton, Mich., manufacturer of transformers. Industrial publications will be used.

Carborundum Company Elects New Officers

Frank J. Tone has been elected president of the Carborundum Company of Niagara Falls, N. Y., succeeding the late Frank W. Haskell. George R. Rayner has been made vice-president, succeeding R. B. Mellon, of Pittsburgh. F. H. Manley retains the office of treasurer.

Lamp Manufacturer Appoints Advertising Manager

S. B. Shafer has been appointed advertising manager of the Art Lamp Manufacturing Company, Chicago. He has been associated with the Drew Electric & Manufacturing Company, Indianapolis.

The Baltimore Sun IN APRIL

—Carried more than a million
Lines of advertising in

The Morning Sun

—And more than a million
Lines of advertising in

The Evening Sun

The Actual Figures

Morning Sun . . . 1,218,530 lines

Evening Sun . . . 1,047,276 “

Total 2,265,806 “

**A GAIN OF 600,000 LINES
OVER SAME MONTH LAST YEAR**

MORE THAN 50% of all newspaper advertising lineage
published in Baltimore appears

IN THE SUN (Morning and Evening)

Tell 77.7% of Chicago Population About You

THE compact circulation of The Daily News opens the way for you to *dominate* the Great Chicago Market at a single cost.

How?

By the compelling merchandising influence it exercises over 77.7% of the English reading adult population of the city and suburbs.

By reaching for you at a *single cost* seven in every nine persons in this rich market who read English.

By concentrating your selling message in an area easily and economically organized in a merchandising sense, through a medium that has a straight record of forty-three years of high advertising efficiency.

You Can Reach Them
At a Single Cost
THE DAILY

THE DAILY

First in Chicago

Chicago's Reading Your Merchandise

Reach Them All
Best Through
THE DAILY NEWS

There is no need for you to spread your campaign *thin* in Chicago. This great and prosperous city and its immediate environs respond with uniform spontaneity to

the advertising influence of The Daily News because the selling message that appears in The Daily News is a *mass attack upon 77.7% of the buying power of the market that is reachable through newspaper advertising.*

The Daily News merchandising service is at the command of responsible advertisers everywhere. Its advice and recommendations are straightforward, without deceptive self-interest, and are based upon exact knowledge of the market. A request for information will be promptly complied with.

THE DAILY NEWS

Chicago



*Every printing paper must measure up
to certain well defined standards
to meet the requirements
demanded by the par-
ticular job in hand*

Equator Offset

"Made as a Specialty"

—is held to be the standard offset paper by offset printers and paper users. Rigid adherence to definite standards for strength, finish, sizing, color and packing has produced a specialty offset paper as uniform as is humanly and mechanically possible.

Equator Offset is the one sheet which gives the best printing results and the greatest production, day after day the year 'round.

Send for Samples and Prices

SEAMAN PAPER COMPANY

Paper Manufacturers

CHICAGO

208 So. LaSalle St.

NEW YORK

200 Fifth Avenue

St. Louis

Minneapolis

Milwaukee

Buffalo

St. Paul

Philadelphia

Cincinnati



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"But

Letters That Dealers Like to Get

An Appeal to Business Judgment Better than Brilliant Writing

By Harrison McJohnston

"LETTERS that come to me are either good or bad. No middle ground. I seldom read beyond the first paragraph before I make up my mind about a letter. If I don't like the start of it, I seldom read the rest of it."

Thus a live Ohio hardware dealer opened up on the sales letters he gets from manufacturers and jobbers. He continued with some honest observations direct from a difficult market, which are nearly always worth some serious attention on the part of sales letter writers.

"I often wonder," said this merchant, "why so many concerns send me letters that I don't like and don't bother to read through. No, it isn't at all a matter of postage. Whether the letter comes sealed or unsealed, under one, three, or six-cent postage, doesn't make any difference with me. I give them all about the same chance to make me read them. Maybe fewer one-cent letters are good ones. But I get far too much first-class mail that disappoints me. Some of my best offers come third-class. I play safe by opening up all my mail."

"I hold a grudge against one manufacturer. I figure he has sent me about \$30 worth of letters in the last six weeks—including stamps and fine dictation, for I can see without reading them that they are carefully dictated, and I know what it costs to write letters that way. They are trying to get me interested in some pretty well standardized mechanics' tools that I can buy better from a local maker. If they'd send me a cheap postal card with some real prices on it, I'd feel a lot more like giving them some business. I don't like the letters and I don't like the company, and the more letters they write me the farther they get from landing me."

"But here is a one-cent letter—

on good paper, you see—and a neat little catalogue came with it. Nothing superfluous about the letter or the catalogue. I'll say that it's real salesmanship."

The letter reads as follows:

DEAR SIR:

How many new houses are going up and are going to go up in your locality?

How many builders know that you've got the supplies they want in your line?

And how does your stock look to you?

You probably have been asking yourself some questions like these. Now let me ask you—Have you got enough of all the items listed in our 'Net, Net' catalogue—ready for the demand that's coming?

Can you find one dead item listed in this little catalogue?

You know prices and you know what your trade wants—and here is an easy and quick way to check up your stock.

This special "Net, Net" catalogue is sent to help you make sure to have what you know will sell.

Yours very truly.

"'Net, Net' is a good name for the little catalogue," continued the merchant. "This slim little catalogue with its good name, along with the letter, suggests a careful selection of offerings, and somehow it suggests the right prices. It tempted me to study every item. I tried to find a 'dead one.' I took a lot of interest in this catalogue and I think the letter was largely responsible for my interest."

WHY THIS DEALER LIKED THE LETTER

"Of course, the goods and the prices were the things that really got my order," he said, "but the letter got me to start giving some real attention to the catalogue. It did not urge me to buy—no brilliant arguments. It just put the matter up to my judgment. I felt that this firm was making a genuine effort to help me—and it didn't take me long to conclude that there really wasn't a dead offering in 'Net, Net.' That convinced me that this firm knew

what would sell—and what wouldn't sell—and that it wanted me to buy what would sell and only such items.

"I appreciate that attitude. There's nothing that 'gets' me sooner than to have a salesman try to persuade me to take on something which I know won't sell. The more he talks about the 'juicy profit,' the less his chance to sell me. I know how to read prices in plain figures and I've been figuring profits all my life. Many letters try to do the same thing—but you don't have to listen to arguments in letters if you don't want to.

"Yes, the questions in the letter interested me because they had been in my mind before I read the letter—and Mr. Letter Writer seemed to realize that. He seemed really to know me and my problem and, therefore, I got the impression that he could help me solve it—and the rest of his letter made me feel rather sure that I ought to check my stock against the judgment of 'Net, Net'—and I did it before I did anything else. I was a little surprised at the amount of stuff I really needed.

"That letter and catalogue got more of an order from me than a bigger catalogue would have pulled in my case and I actually felt pleased because the order was what I could call a big one—pleased because I felt that I really needed all that I ordered."

Such were in substance the comments of this merchant. The letter lessons he teaches are obvious enough. This letter and catalogue, by the way, pulled mail orders from almost 40 per cent of a large list. Yet both the letter and the catalogue are apparently commonplace enough. As in the case of many letters that dealers like to get, the merchandise offered is timely and the letter does not strain for "salesmanship."

DON'T OVERSELL THE DEALER

Most merchants are instinctively critics of letters that too obviously attempt to sell them. Usually they are good critics, although few of them have the aforementioned merchant's knack of telling

just why they like some letters and don't like others. This merchant himself frequently uses sales letters to contractors, builders and home owners, which may account for his habit of getting at the "why" of the letters he likes to read.

Merchants, as a class, are not often influenced by the vigorously persuasive type of letter, which is more often used successfully in selling to consumers or to business men who are not themselves salesmen. Merchants, as professional buyers, necessarily school themselves against the attack of the more superficial influences of cleverly phrased "personality" letters. They may read them and even find them interesting, but merchants are, by nature, on their guard against anything which attempts to influence them apart from the true character of the goods offered and the conviction that the price is right—and they want to feel that they are accepting their own judgment based on their own arguments derived from their own experience in selling merchandise to their own trade.

This is one reason why the following letter fell flat:

DEAR SIR:

On first thought you may not feel that there would be much demand for — LOCKS in your town.

But the more you think about your selling points on — LOCKS—simplicity, weight, strength, safety, price, and that appearance of super-quality—the more you begin to realize why it is that merchants everywhere are beginning to get behind them.

Our counter card is distinctive and our big window cut-out gets the kind of attention you want. And our advertising in many mediums which reach your trade is the kind that you will appreciate—if you have the goods in stock.

"SELLING — LOCKS" is a little booklet, enclosed, which will tell you and your clerks how many good retail salesmen sell — LOCKS. It is a series of little lessons in selling that you may want your men to study. Shall we send you more copies of it? No obligation at all. Glad to let you have as many as you may want to use.

Yes, you can sell — LOCKS; and each sale will sell more — LOCKS. You know the demand for a super-quality product like this. And the PRICES—they yield a *satisfactory* net over ALL costs of selling.

Note our starter offer. We want to send you a starter assortment of — LOCKS. Shall we?

Yours very truly,

That letter, of course, is altogether different from the preceding letter in many ways. But the main difference, as expressed by the merchant already quoted—who did not like the letter, nor read it through until he was asked to do so—is the fact that the writer seems to set up his judgment *against* the reader's judgment. Furthermore, this merchant could not remember that he had ever seen an advertisement of this lock.

He read parts of the booklet on "Selling——Locks"—and was impressed with the idea that not one of his clerks nor himself could ever put across some of the very fine pointers on salesmanship contained therein.

Another letter sent out by the same manufacturer, a letter that pulls well, reads like this:

DEAR SIR:

I am taking the liberty of sending you, by parcels post, one —— Lock, with my compliments.

Will you please pay me the compliment of putting this lock down on the counter, along with any other locks, before your next customer who wants about a dollar lock?

You won't need to do this in order to appreciate the fact that —— Locks will pass "the merchant's test," but I ask it as a special favor.

Spread out several locks of about the same price, including this —— Lock, and let anyone pick out the one he thinks would be highest in price.

You will be doing me a big favor by letting this lock "sell itself." Then as soon as you need more locks, just give —— Locks the consideration you think they merit.

That's fair enough, isn't it?

Yours very truly.

"Now, that's a letter I like pretty well," said this merchant. "He puts it all up squarely and fairly to me and the goods, and lets me put it up to the trade. That's why I shall soon be selling ——Locks. I sold that ——Lock the first crack—and I was glad to see it sell. Maybe that had something to do with the sale. Anyway, that letter got my good will for ——Locks. I thought I could see *real* salesmanship in their little plan, too. So I have a lot of confidence in ——Locks and in this manufacturer."

It may be interesting to know that these two lock letters were

written by the same man, and that this man wrote the successful letter after he had talked about letters and locks with several hardware merchants. This simple selling plan, in fact, was partly the suggestion of a merchant who tried out this "merchants' test" while this advertising man was in his store. This merchant had frequently tested out new goods in that manner.

In addition to the plan, the composition of this letter shows clearly that the writer accurately sensed the true relation between himself and the reader. He made it clear that it was the merchant who was doing the favor, even though he was *giving* the merchant a dollar lock, and in the third paragraph he avoided making the impression that it would be necessary for the merchant to make such a test in order to find out how this product would sell. He accurately sensed this merchant's feelings—any man's feelings, in fact, for of course no man in a business transaction, likes to feel that he is being given something for nothing.

The follow-up on this letter went out after one week. It reads:

DEAR SIR:

Have you as yet let the —— Lock "sell itself?"

If so, won't you please tell us about when you expect to be in the market again for locks?

The enclosed card is for your convenience in giving up this information, if you will. We don't want to bother you again until the right time comes for reminding you of —— Locks.

Yours very truly.

About 60 per cent of the cards came back.

One important reason for the success of this simple plan, in addition to its concrete and suggestive appeal, is its careful avoidance of seeming to force upon the merchant any action or any judgment. Its strong argument is implied rather than expressed. Retail dealers nearly always like letters that let them do their own thinking and their own judging in their own way. That is a factor which nearly always ought to be considered in merchandising to merchants.

The Simile in Advertising Copy

Its Great Value in Making Things Plain

By A. Rowden King

ADVERTISING is, after all, merely an "on-paper" method of acquainting people with the virtues of a product or a service which the advertiser believes they do not know at all or not sufficiently well, or of which they may not think sufficiently often, if at all, or favorably enough.

Since, then, advertising is essentially informative and instructive, it is logical to believe that the best and easiest method to pursue is that of explaining such products or services in terms of things which are perfectly and universally known. In other words, explain the unknown by comparison with the known, which means advertise with *the simile*, either in the illustration or the reading matter, or both.

To do this is really to tear a page out of history and to ape the method which has proved incomparably best from the beginning of literature, even the beginning of all reasoning and thinking, the simile—it has been the basis of thought since the days of Homer and before. Greek and Roman mythologies were really collections of similes, the efforts of men, mystified by certain forces of Nature which did not explain themselves, and trying to make them clear by fashioning super-human creatures of their imaginations in the shape of gods and goddesses—really similes—having like attributes.

Æsop's Fables are merely harpoonings of human frailties upon the basis of supposed similes in the animal kingdom. The poets of all ages have depended, more than upon anything else in their bag of tricks, upon the simile. To start to enumerate the similes employed by Shakespeare would be to undertake a monumental task.

One of the most famous of the poems of Percy Shelley is the short one, "To a Skylark," in almost every verse of which he

likens that bird to something well known. Thus: "Like a cloud of fire," "An unbodied joy," "A star of heaven," "Keen as are the arrows," (of the moon's beams), "Like a poet," "A high-born maiden," "A glow-worm golden," "A rose," "Vernal showers," etc.

He who came to earth in Palestine to tell the greatest story of all time, to sell (the word is not irreverent) the most momentous idea of history, told that story not in one, overpowering theological treatise, devoid of popular appeal, but rather piecemeal, little by little, and almost invariably to the accompaniment of parables teeming with human interest, which are the similes of the Gospels. They were His way of explaining, in known quantities and known terms understood to every man, woman and child, the vital issues which were so difficult to make clear.

SIMILES VERSUS METAPHORS

When one studies rhetoric, one is concerned chiefly with the choice of words. Under that heading come the matters of elegance and clearness and force, in the choice of words. After all, the latter, namely force, is that with which the average advertiser is chiefly concerned. Where a few advertisers are seeking for elegance, many advertisers are seeking for force. It is the force behind an advertisement which brings home the bacon in the form of sales.

And, when it comes to the selection of words from the point of view of force, the first and immediate means are tropes, or figures of speech, among which by far the most prominent are the simile and the metaphor.

The difference between the latter two is very little. As one rhetorician has put it: "The simile affirms that one object or act is like another; the metaphor calls

(Continued on page 61)

—adaptability

What manufacturer has not had the problem of "spotty" sales; of lightning movement in certain sections and stagnation in others?

The diagnosis usually gives you the reason and sometimes the solution. But occasionally certain local conditions make it impossible to conduct a profitable business.

Now if you cannot show a profit, why advertise *there*?

Conversely, if local appeal, a treatment different from any other in the country, will enable you to show a profit, why don't you concentrate there?

Through national mediums part of your advertising has at least two obvious chances of going to waste: inadequate distribution, wrong appeal.

Through newspapers you stop advertising leaks. You confine your campaign to channels of distribution. You change your copy appeal to meet local conditions.

A newspaper campaign is the obvious and logical adjunct to your sales organization.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

New York
Chicago

Kansas City
San Francisco

BROKAW BROTHERS

—The Famous Clothing House—

SAY SOMETHING about the
New York EVENING JOURNAL:

FOUNDED 1856



THE Evening Journal through its huge circulation affords the broadest channel in giving publicity to a worthy topic—hence this notation—

Suitcases—genuine cowhide, russet color—sewed on leather corners—all around straps—strongly constructed—light in weight.

Size, 24 inch—\$16

Size, 26 inch—\$17

An unusually good buy

BROKAW BROTHERS

1457-1463 BROADWAY
AT FORTY-SECOND STREET

They are one of the many high-class New York Concerns who appreciate the one "Huge Circulation" that provides the "Broadest Channel of Publicity"—

675,118 daily net paid for six months ending April 1st, 1919.

Member Audit Bureau of Circulations

How is Advertising in New York?

Here is one corking record—

During the month of April, 1919, the
New York EVENING JOURNAL
published

3338 $\frac{1}{2}$ columns
of Paid Display Advertising

which was a gain of

805 columns

and was the largest amount of display
advertising ever printed in a single
month by any New York evening
newspaper.

*The Evening Journal's advertising
supremacy is today greater than
ever before.*

Five Marvelous Months

(a true story of Before-and-After)

THE only item *omitted* from this incident is the client's name and location. The incident itself developed between April and September, 1917—a date now sufficiently remote to allow its narration. But the *results* of the incident: there's the point—as sharp now as if the following were a contemporary episode.

The Malady

A big passenger-car manufacturer, having Eastern and Western Sales Managers, a tremendous national expenditure, and the co-operation of one of the "big five" in Agencydom. Poor distribution, little good-will, and a car with mechanical defects defeating national effort. Recrimination between agency and Sales Department over non-existing sales.

The Remedy

A distribution campaign, initiated by The Service Corporation, divided into ten sections and sent to 11,000 dealers (individually selected from our Research Department records), limited to territory *east* of the Mississippi only. Based on careful merchandising analysis and constructive plan compassing every angle of this difficult situation. Confidential Dealer and Town Reports co-ordinated with Campaign.

The Results

In five months—
Eastern half of U. S. out-producing Western in sales.

Twenty-one dealers closed out of every hundred favorable inquiries.

Before—Eastern half had twenty-three traveling men. After—number and expenses cut in half, with greater sales.

Congratulatory letters from four executives, fac-similes of any one or all of which we can send you on request.

The Moral

Intensive distribution-building, by experts in the automotive field only, is fundamental! We promise no results to one client identical with those secured for another. We *do* perform better than our contract.

If your "malady" is distribution anemia — or non-existent local sales — time is the only obligation you incur by communicating with

The SERVICE CORPORATION
Automotive Sales Development Exclusively
TROY, N. Y. DETROIT, MICH.

one by the name of the other; that is to say, the simile expresses directly what the metaphor implies."

For literary expression there are some reasons for preferring the metaphor to the simile. This is because the metaphor is more subtle than the simile. It suggests the point of similarity without expressly stating that it exists. The metaphor calls for more mental effort on the reader's part, who, when he has fathomed and comprehended a metaphor in a piece of literary writing,

His is no longer a plea, an entreaty, to the advertiser to please reveal to his eager intellect whatever may be the advertiser's innermost meanings and thoughts. One does not feel any zest in deciphering the subtleties of meaning in advertising metaphors; instead advertising similes make plain the meaning in the easiest and quickest way, before the reader's restless and conscienceless eye has strayed to the appeal of some other advertiser in the adjacent column or page, who has mixed less subtlety but more force and direct-

TIMKEN TAPER

"Just Like This"

"This great Taper features a handy illustration of the important characteristics of a Timken Taper, which makes it easy to see."

"When I get this taper in the place it fits, it shows the taper through the ends of the balls, because it is tapered."

"This is the tapered roller bearing of the roller set on the roller set, and the roller set is tapered. The tapered roller bearing is tapered, and the roller set is tapered, and the roller set is tapered."

"This tapered roller bearing is tapered, and the roller set is tapered, and the roller set is tapered."



"The Glass Taper"

"The Glass Taper is a tapered roller bearing, and it is tapered. It is tapered, and it is tapered, and it is tapered."

"The Glass Taper is a tapered roller bearing, and it is tapered. It is tapered, and it is tapered, and it is tapered."

"The Glass Taper is a tapered roller bearing, and it is tapered. It is tapered, and it is tapered, and it is tapered."

"The Glass Taper is a tapered roller bearing, and it is tapered. It is tapered, and it is tapered, and it is tapered."

TIMKEN CONSIDERS THIS USE OF SIMILE ONE OF ITS BEST ADVERTISEMENTS

takes some credit and pride to himself for having done so and feels some sense of elation at his own cleverness.

But, in spite of the fact that the metaphor is usually shorter than the simile, it has not the forceful possibilities of the latter when it comes to advertising. This is because the relationship of author and reader are quite reversed. When it is an advertisement, not a piece of literature, the reader no longer feels eager to unearth every subtle, clever, between-the-lines thought. Rather, his attitude is one of indifference. His challenge is: "Come on, get and hold my attention, if you can, with the force of what you have to say."

ness (as with the simile) with his advertisement.

It is sometimes anything but easy to find exactly the right similes to be used in advertisements. No poet need feel that he is selecting his similes with greater care than the advertiser he looks down upon.

For instance, the advertising of the Timken Roller Bearing Company has been noted for its excellence for years. Yet, only in February it ran a double spread in the weeklies, the appeal of which was centered around a simile. Arthur Cummings, the advertising manager, considers it one of the best advertisements his company ever ran.

This advertisement is here re-

produced. It points out the similarity of construction of the Timken Roller Bearing and the glass stopper of a carafe, and the merit which both have in common because of that feature.

"We have made no use of the simile form of presenting ideas in the past," says Mr. Cummings, "except this one in which the stopper in the bottle presents the thought of the take-up of wear in the Timken bearing, due to the taper construction. Our feeling in regard to this advertising is that it is one of the best things we have done."

The implication is strong that, if only the Timken people could hit upon other similes for use in their advertising equally good or better, they would be ready and eager to make use of them.

This in spite of Mr. Cummings' further statement: "Someone else may have said it before, but I would call your attention to the fact that the simile is a keen-edged tool and must be handled as such," a statement which probably sounds more ominous than it is intended to be, since it is undoubtedly true that most, if not all, methods or tricks, if you will, for securing force and power, either in rhetoric or pictorial art, have their flare-back possibilities which must be watched.

The Columbia Storage Battery people recently ran a successful simile advertisement, too. It was headed: "The Mighty Thunder Cloud and the Fiery Little Columbia Battery Are First Cousins." Picture and text further brought out the points of similarity (and of dissimilarity, which suggests another whole avenue of possibilities—the dissimile) between the Columbia battery and the thunder cloud, both being reservoirs of stored-up electricity.

Only the other week the advertisers of Republic tires wanted to bring out the thought that their product wears away very slowly and with remarkable evenness. They made their points plain by means of a simile in illustration and text which likened the slow and even wearing down of their tires to the wearing down of the

steel of a skate-blade in long-continued use.

Colgate & Co. are making extensive use of the simile in connection with their advertising of the Handy-Grip Shaving Stick. This company wants to bring out the fact that a big saving results from the fact that, with succeeding purchases of shaving sticks after the first, a substantial saving can be effected by buying not a new stick of soap and a new holder-handle, but merely a new stick—a refill, as they call it—to go in the old and original holder into which the former will screw and fit with ease and exactness.

This is a new merchandising idea in shaving sticks. Colgate chooses to bring the thought home to the public in terms of known similar situations and acts in other fields of manufacture. Thus, to-day, in magazines, and car cards, the simile is being used in a Handy-Grip series. The Handy-Grip Shaving Stick and its Handy-Grip Refill are shown to have the same basis and relationship as film to camera, light-bulb to electric socket, ribbon to typewriter, battery to flashlight, pen to penholder, blade in razor, needle in phonograph, etc. At once the refill thought in shaving sticks no longer seems a mystery and an unknown quantity to the public, but a good, old friend with which it has been thoroughly and long familiar, only appearing in a new guise.

Thus the advertising simile accomplishes, with pointed illustrations and the minimum of text, what otherwise would take much more time, effort and money to "put across."

Service Men Join Manternach Agency

The Manternach Company, of Hartford, Conn., has added to its copy staff Frank E. Russell, recently discharged from the U. S. Army. Before his entrance into the army, he was in the service department of the Cutler publications, Boston, Mass.

E. J. Felt, late second lieutenant 42d Balloon Co., A. E. F., has also joined the Manternach agency. Prior to his enlistment Mr. Felt was associated with the advertising department of Landers, Frary & Clark, New Britain, Conn.

Builds Its Own Business by Advertising the Whole Industry

Earnshaw Knitting Company Aids Other Manufacturers of Infants' Wear in Order to Build Volume for Retailers

OF late years, the word "competitor" has somehow been losing much of its old unfriendly connotation. Time was when that word called up visions at once of a deadly enemy, armed to the teeth like a pirate and seeking your heart's blood by all the despicable means characteristic to one who represented the lowest form of animal life. To-day, business men in many lines have learned to know better. They have realized that your competitor is very much the same sort of flesh-and-blood person you are yourself; and that sometimes—most astonishing to relate!—he is just as eager to meet you half way, to be friendly, and even to co-operate, as you could ask.

Advertising has been largely responsible for the change of "competitor" into "co-operator" in so many fields. Every time a co-operative campaign of advertising is conducted by a trade or association of manufacturers, the members of that industry learn to know each other better, and respect follows on acquaintance. Moreover, if they once learn the power of such co-operative efforts, they are like the sheep-dog who tastes mutton; no milder fare satisfies them after that.

It would be hard to conceive of a more broad-minded viewpoint toward competition than that held by the Earnshaw Knitting Company, of Chicago, manufacturer of infants' wear. The sales promotion plans of this organization are based on a real desire to help the industry as a whole, and in particular, to assist young mothers in providing their babies with adequate and complete outfits, whether the items included happen to come within the Earnshaw list or not. Such a point of view is of course on the order of "enlightened selfishness." The com-

pany is not losing any money because of its altruistic sentiments. Nevertheless the way the plan works out is unusual enough to warrant description in some detail.

The logical outlet for goods of this kind is through infants' wear sections in the department stores. Many of these concerns do not have such departments, and part of the effort of the knitting company has been directed to convincing them that a department of this kind would be a success. It is obvious that in working for better distributing facilities for itself, it is also making sales work easier for every other manufacturer of infants' wear.

COMPANY'S HOUSE-ORGAN BOOSTS THE INDUSTRY

Possibly the best example of the company's policy on this subject is given through the publication of "The Infants' Department," described by the company as "a monthly magazine of merchandising helps for the infants' wear buyer." In this house-organ advertising of Earnshaw products is limited usually to one or two pages, the remainder of the space being given over to suggestions regarding how to get business of this character.

In the reading pages, however, are published numerous items regarding baby goods which are suitable for sale in infants' wear departments, and which are recommended to the buyer. Not all of these by any means are made by Earnshaw. Any manufacturer who has a product which is regarded as a logical item for such a department is given the benefit of publicity regarding it, following careful investigation by the editor of the magazine. In many cases special drawings are made to illustrate the article, and a com-

plete technical description is given, so that the buyer has an excellent opportunity to learn just what the goods consist of. Results from these announcements, published as news in "The Infants' Department," have been sufficiently good to result in manufacturers asking the company for the privilege of buying advertising space in the publication, which, however, has been refused.

EXPOSITION IS HELP TO DEALERS' BUYERS

Another thing which the company has done to promote the interests of the industry as a whole was to secure the co-operation of enough manufacturers to enable a floor in the Bush Terminal Sales Building, on Forty-second Street, in New York, to be devoted to the infants' wear trade.

The first season was January and February, and the results obtained, it is said, were far greater than the expectations of most of the manufacturers. In announcing the success of the exposition the company said:

"There is nothing but approval from the buyers, inasmuch as statistics show 60.7 per cent of the babies are in towns of less than 2,500 persons. Any merchant who is large enough to send one buyer to market to buy ready-to-wear and other large lines can now buy, devoting one or two days to infants' or children's wear, a complete stock for his store and obtain sales plans for disposing of the merchandise. Thus the small merchant is working fundamentally to hold local trade from going out of town, as every woman heads her shopping list with the needs of the baby."

Selling infants' wear is closely connected, of course, with the general subject of infant welfare. Hence the company has been interested in the dissemination of information on this subject, and included in its book, "Baby's Outfit," is a discussion of baby literature for mothers. Government pamphlets, books published by the American Medical Association and

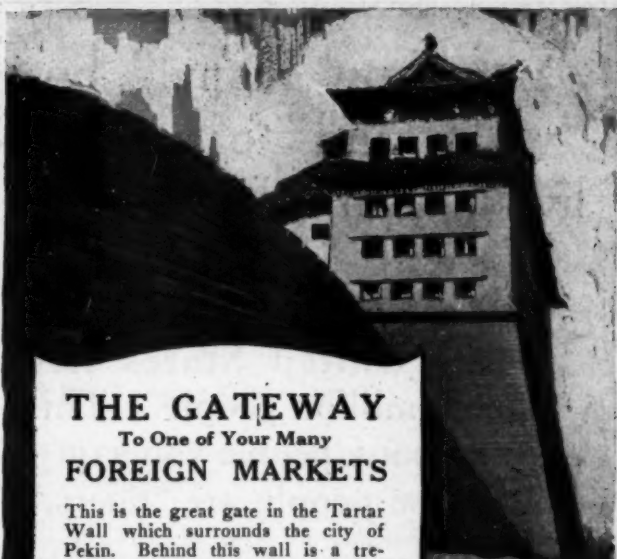
other books on this subject are listed.

The company is now planning to interest department stores in the establishment of free circulating libraries of books regarding the care of babies, which would be available for any mother, and which would have a community benefit, as well as help the store and the manufacturers of infants' wear. Many of these stores, as a result of the suggestions of the Earnshaw Knitting Company have employed trained nurses who work in connection with the doctors handling maternity cases, and who give information to those who desire it on the important and intimate subjects connected with pre-natal care, child-birth, etc.

A booklet issued recently by the company has this paragraph:

"The total American casualties in twenty months' participation in the world war were 228,000, of which actual deaths were 66,000. During this same period more than 500,000 American infants died under the age of one year. It is coming to be recognized that the dry goods store is the logical place to hold child welfare meetings. A new infants' wear department means another child welfare station."

Many of the doctors have become very much interested in the Vanta line of pinless and buttonless garments for infants made by the Earnshaw company, and have availed themselves of the services of the trained nurses referred to. Some of the stores, following the suggestion of the manufacturers, have put out complete outfits of the things required at the hospital for the new baby, and these have been recommended in numerous instances by physicians. The company exhibited its line at the convention of the American Medical Association in Chicago last year, and some of the doctors became so interested that they gave the names of prospective mothers to whom they desired samples and literature to be sent, usually with their compliments.



THE GATEWAY

To One of Your Many

FOREIGN MARKETS

This is the great gate in the Tartar Wall which surrounds the city of Pekin. Behind this wall is a tremendous market. How can the American Manufacturer get his goods through this and other gateways to the World's Markets?

The answer is,

AMERICA'S LEADING MANUFACTURERS

The Standard Blue Book of Foreign Trade

If you are interested in reaching the markets of China and Japan, of Latin America, of Great Britain and her colonies, of Continental Europe, you should write to-day for our plan that will enable you to advertise your goods in all parts of the world, in five separate languages, at an expenditure of only \$200 per year. Address:

Export Department

NEW YORK COMMERCIAL

The National Business Newspaper

RUSSELL R. WHITMAN, Publisher

38 Park Row, New York City



—not “how many,” but
“what kind” of people
live in CANADA

IN a country larger than
the United States live
some 8 million people. This
is not many people you say—
but these people are “doers.”

- ¶ They buy and sell prodigiously.
- ¶ They have a past, a present and a *future*.
- ¶ In all the countries of the world—irrespective of population—Canada *stands third* as an owner of autos. U. S. and Britain alone own more autos than Canada does.
- ¶ Canada has more Railway mileage per capita than *any country* on the globe.
- ¶ Canada sells U. S. pulp and paper at the rate of \$208,000 *per working day*.
- ¶ Each Canadian has more than \$200.00 *in money* to his credit in the bank. (What country has as much?)

¶ And so the record goes.

¶ It is an active, progressive, ambitious people you reach by advertising in the Daily Papers of Canada, a people determined to make their country one of the greatest in the world!

¶ Don't neglect this market.

¶ Don't expect your goods to sell themselves to Canadians.

Take steps to win and consolidate a position in the Canadian market.

Put aside 10% of your advertising appropriation to spend in

The Daily Newspapers of Canada

If you want to know more about the Canadian market, write to these papers—or ask your Advertising Agency.

Halifax	53,000	"Herald & Mail"	Toronto	525,000	"Globe"
St. John	55,000	"Standard"			"Mail & Empire"
		"Telegraph & Times"	Winnipeg	225,000	"Free Press"
Montreal	750,000	"Gazette"			"Tribune"
		"Star"	Regina	26,105	"Leader"
Quebec	100,000	"Telegraph"	Saskatoon	21,054	"Phoenix"
		"Le Soleil"	Calgary	56,302	"Herald"
Ottawa	101,795	"Citizen"	Edmonton	53,794	"Bulletin"
		"Journal Dailies"			"Journal"
London	60,000	"Advertiser"	Vancouver	120,000	"Province"
		"Free Press"			"Sun"
			Victoria	45,000	"Colonist"

The baby book referred to is rather unusual in that it does not overemphasize the product of the manufacturer who published it. Three outfits of infants' wear are offered in the book, and "Material to be bought and made up" contains many more items than "What to buy ready made," which is the listing given to the Vanta vests, abdominal binders, etc., made by the company. It is because facts regarding the baby and its needs have been stated with chief reference to their helpfulness, rather than merely to exploit the company's interests, that the book has been bought in quantity by department stores to distribute with their imprint.

The company does not take the attitude that its promotion work, much of which has benefited every other manufacturer of infants' wear, by increasing the appreciation of merchants of the value of a department of this kind, has been unselfish, because the work has brought recognition and business which have made the efforts well worth while. But it is none too easy to spread abroad among dealers information concerning the plans. As soon as a store has been shown the light its proprietor is apt to ask that his name be not mentioned, through fear that a competitor might learn of the methods. But the success which has accompanied the exploitation of baby welfare and infants' departments in connection with the Vanta line demonstrates a fact which many manufacturers hesitate to admit, that they can do things that will help their competitors without hurting themselves.

Hire a Phrenologist to Choose Salesmen

"SCIENTIFIC Staff Selection" was the somewhat drab title of an address made recently in London before the Sales Managers' Association by Professor Hubert. But some of the

matters referred to by the professor proved pleasantly disappointing to his hearers, especially after he reached the portion of his address having to do with the highly entertaining subject of phrenology as a guide in hiring men. The *Advertisers' Weekly* reporter writes as follows regarding the phrenological part of the address:

"He referred to phrenology, and although he was not there to champion, he would include it; for unless one looks at the contour of a man's head it is impossible to tell his characteristics. One can tell much from a man's face and his demeanor, but if one wants the real truth one must regard his brain development. The world has adopted a very easy-going method of choosing employees. We advertise for a man, look at his handwriting, take up his credentials, and so forth. But that is not the best method.

"Phrenologically it is a fact that the brain forms the skull, and that certain parts represent organs or senses for certain special gifts. But there is temperament, which is not brains or ability. It means a bodily or physical condition which modifies the action of the brain. There is the motive temperament—that which moves a man; the physical temperament, which is the physical basis of human nature. Then there is the vital temperament and the mental temperament. Mr. Morgan once said that three of the most essential things for success were energy, ambition, and imagination. By drawings on the blackboard the speaker gave a number of illustrations of how to judge the qualifications of a man by the shape and contour of his head and face."

Kuppenheimer's New Plan for Employees

B. Kuppenheimer & Co., wholesale clothiers of Chicago, soon will place in effect a profit-sharing pensioning and general welfare service plan for employees. The employees will appoint a committee which will have power to confer with the company and settle all labor problems.

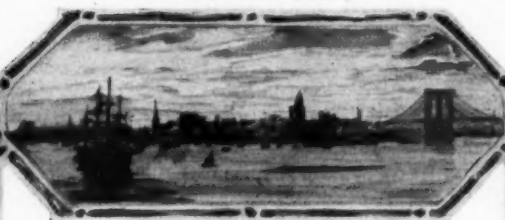


Turning the Quarter

TWENTY-FIVE years ago, Charles Francis founded the business which bears his name. That we have just crossed the quarter-century mark may not be in itself important. But twenty-five years of progressive knowledge and experience, of steady growth, not merely in physical expansion but in capacity for service—of such a record we may well be proud.

Our original equipment consisted of five small cylinders and two job presses, and occupied about a thousand square feet of space. Some time later we moved to Thirteenth Street. As the years sped on, it was necessary to

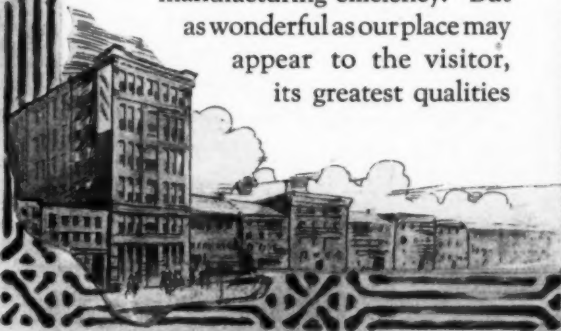
PRINTERS' INK



increase equipment and space until we finally occupied, and then outgrew, the entire building.

In 1916 we moved to our present home in the Printing Crafts Building. New equipment was installed in the new plant while operations continued in the old. Work was transferred a little at a time. It took two whole months to effect the transfer, but not one magazine or other production was even slightly delayed in delivery.

In a space of 85,000 square feet, occupying more than three whole floors of this great building, our plant stands today as a model of manufacturing efficiency. But as wonderful as our place may appear to the visitor, its greatest qualities

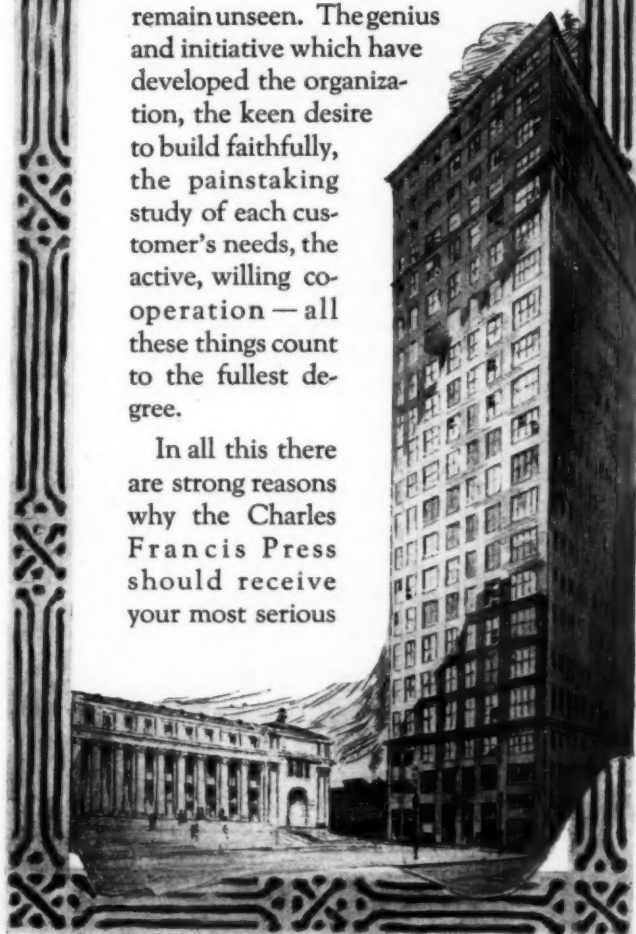


PRINTERS' INK



remain unseen. The genius and initiative which have developed the organization, the keen desire to build faithfully, the painstaking study of each customer's needs, the active, willing co-operation — all these things count to the fullest degree.

In all this there are strong reasons why the Charles Francis Press should receive your most serious



PRINTERS' INK



consideration in connection with any program of printing requirements. Consider the advantage gained in dealing with an efficient organization of large resources plus a thoroughly trained and highly skilled personnel.

Here you will find a real service, not alone in the technique of the printing craft but in an intelligent grasp of your problems and your objective.

If such a service appeals to you—if you desire that your printed matter show forth the pride you take in your own productions—confer with us.

Charles Francis Press

The Address is 461 Eighth Avenue
The Telephone Number is Greeley 3210

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Why There Is a Scarcity of Good Copy Writers

Perhaps Newspapermen Are Finding Advertising Not So Attractive as Journalism

By an Ex-Newspaper Advertising Man

WHEN the profession of advertising has had time to sort out its ideas, card-index them, and construct from that information a well-ordered working system, it will not find itself in such a predicament as that which so many of its leading lights are now lamenting. It will at all times have at least a fair supply of new talent competent to give satisfactory service.

That, it would appear, is far from being the case now. Almost, if not quite, alone among the great businesses and professions of the country, advertising agencies and departments are at their wits' end for competent help—for men who can write sound, strong, distinctive selling copy. I quite agree with a recent writer in *PRINTERS' INK*, who said they are as scarce as brotherly love in Russia.

A certain well-known New York agency has for a long time past been searching far and wide for a high-grade writer who can put together the kind of copy the agency wants. Many have been called and tried. None has been chosen. This succession of experiments has become a joke among the staff, but the management is a little uncomfortable about it. Apart from the disappointment, expense, and inconvenience entailed, it is not pleasant to have to tell man after man that he will not do.

The men tried were not mere raw material. In most cases they had good reputations back of them and were accustomed to substantial pay. One or two were well known contributors to leading publications. Practically all are at this moment satisfactorily occupying positions of responsibility with other concerns. But in each

case the call to the Agency ended in disaster that was little short of ignominious.

The agency that is thus chasing what almost seems to be a will-o'-the-wisp has earned for itself a remarkably high reputation and is entitled to be unusually exacting in the special qualifications required of its copy writers. But it may be that it is expecting too much—that it will accept in a newcomer nothing less than a ready-made capacity to write copy that is precisely on all fours with the particular style and atmosphere it has developed in the course of years.

THE COPY WRITER'S TROUBLES

Is it not a fact well known to all of us that there is in the advertising profession an extraordinary amount of intolerance of the other fellow's work? The itch for alteration is a disease from which most of us suffer. We are all strong on criticism—especially the destructive kind. The completion of a suggested piece of copy is the beginning of the copy writer's troubles. The boss finds a strong selling point missing, or badly presented, or in the wrong place, and so the work of revision starts. When the copy has been hacked to pieces, reshaped and perhaps robbed of half its life, it is submitted to the advertising manager of the client firm, who in his turn probably has much to say that does not add to the happiness of the unfortunate being in charge of the account.

That is one big reason why the newspaper man or magazine contributor who turns advertisement writer seldom finds this latter work congenial. The man whose articles and stories are good enough to appear in leading news-

papers and periodicals practically as he writes them cannot easily reconcile himself to the everlasting chopping and changing of his copy to which he must submit in an advertising agency or department.

LOOKING FOR MIRACLES

Advertisers and those who represent them crave for copy of staggering merit. They look for miracles. Something new, something "different," something the like of which has never been seen in print before. That is their hope, their dream. A million disappointments do not rob them of it. When they meet a new copy writer they think, "Here, perhaps, is the long-sought genius—the wonder-worker." And when the new man submits his first effort and it is found to be unlikely to create a new epoch in the history of advertising there is again heard that bitter cry, "How is it I cannot find a good copy writer?"

It goes without saying that inasmuch as advertising means a large outlay of money there must of necessity be the greatest care in its preparation. But too often there is meticulousness. Over-anxiety, fussiness, and revision many times over are largely responsible for much of the dullness, the obvious straining after effect, the pitiful attempts to be excessively clever that occupy such a considerable percentage of the advertising space in every publication.

There are advertising executives whom it is impossible to please. The president of a famous New York concern, a man who has been directing advertising campaigns for thirty years, told me a year or so ago that he had never met a man who could produce what he considered to be satisfactory copy. He did not believe such a man existed. All were unable to grasp his ideas. His advertising manager had no imagination. He threw in that encouraging information on an occasion when he instructed me to prepare a full-page ad for the following Sunday. I did. My copy received the kind of treat-

ment I expected, but to my intense astonishment it appeared in print in pretty much its original form.

If it is true that there is a serious dearth of competent copy writers much of the blame rest with the men who occupy the high places of the profession. Let the man who complains ask himself what really worth-while steps he has ever taken to find and develop budding talent. Let him submit himself to a little honest searching of heart regarding his breadth of view and his reasonableness in judging the work of his assistants. If natural talent is snowed under instead of cultivated by the warmth of encouragement, what sort of crop can be expected? If the advertising profession is not attracting men of the right education and mental calibre, then there is something radically wrong with the system under which the profession, per se, is being conducted. We do not hear of any shortage of young doctors and lawyers of large promise, or of young newspaper men and magazine writers who can be described as gifted.

It is, I am afraid, characteristic of many advertising men to belittle the qualifications of newspaper men as copy writers. Here, again, we find that intolerance of the other fellow's work. There is no fundamental difference between the writing of a news story or editorial and the writing of copy for an advertisement. It is true that a printed advertisement message is nothing in the world but news—news about an article that is for sale. But your hide-bound advertising expert dearly loves to indulge in a lot of foolish jargon about the make-up of copy, as if copy stood apart and alone from all the rest of printed matter. The best ads I ever read were pieces of charming literature—that and nothing more—written by an ex-newspaper man.

THE NEWSPAPER MAN'S IRRITATION

Copy is a segment of the circle of writing. It is, of course, in some respects different from other segments, and few, if any,



Take This Market

A NEARLY 3,000,000 population market where materials, factories, labor and transportation naturally unite to serve the most people, awaits the forehanded advertiser who comes and *takes* it through **THE PLAIN DEALER**.

THE PLAIN DEALER is read in first homes in every thriving city, town and hamlet in Northern Ohio—on thousands of farms never so prosperous.

No medium is so close to this territory as **THE PLAIN DEALER**. No one knows it so well. Ask **THE PLAIN DEALER** to help you before you do any advertising in this greatest, richest market between New York and Chicago. Business is easy, results certain, when you take this market through

The Plain Dealer

First Newspaper of Cleveland. Sixth City

Eastern Representative
JOHN B. WOODWARD
Times Bldg. New York City

Western Representative
JOHN GLASS
Peoples Gas Bldg., Chicago

men can make themselves equally at home in all the segments. But the transition from general newspaper work to advertising can be made in a short time by a reporter of considerable talent and adaptability. The chief difficulty to be overcome lies in the two circumstances that the reporter "writes up" while the copy man usually has to "write down."

It may be that most newspaper men who wander into the field of advertising don't remain there long. Their short stay is usually a matter of personal choice. They seldom enthuse about copy writing. Still less do they like the slow and laborious methods of preparing advertisements. The gentle reminders that a journalist is a mere child in this occult business of advertising and that he has as much to unlearn as to learn before he can hope to produce the Real Thing have a tendency to irritate when they do not amuse. Which explains why the journalist who engages in advertising is never so happy as when letting himself go on a story or article which has a reasonable chance of passing the editor without causing much raising of eyebrows, sighing, long-suffering criticism and instructions to alter this, that and the other thing. It is then that he feels in his natural element and rejoices accordingly.

Community Effort Would Start Building

THE thing for all business men to do now is to adopt a "Get Busy" slogan—to quit thinking in terms of hesitation and doubt, and to make up their minds that business is going ahead as it never has done before in the history of the world. This is the state of mind that should exist everywhere in the country. Optimism and thrift must be the keynote of the situation. Every circumstance to-day points to good times. All that is needed to start the wheels of industry whirling, to inaugurate unprecedented build-

ing activities, to furnish profitable employment to all men, to develop all our natural resources and build up a great export business, is to realize in our minds that the time is now ripe for such conditions and to radiate this thought.

We have entered a new era in this nation, and it is important that we enter it with confidence and a determination to meet these changed conditions with courage and a clear vision of the responsibilities that rest upon us.

The answer is Co-operative Community Effort of public spirited citizens, who will invest in the stock of a housing corporation created to provide substantial and attractive houses for work people upon terms that will permit them to live comfortably and at moderate cost. Investment in a company so broad in its scope that it will include in its activities provision for schools, playgrounds, recreative facilities, markets, amusement places, etc., that will conduct real-estate operations of whatever nature there may be need for in the interest of the public, all toward the end of creating the means by which established manufacturing concerns can be assisted, and by which responsible concerns can be induced to locate.

Investment in a company the return upon the capital of which shall be limited to a return of principal plus dividends not to exceed six per cent per annum cumulative.

This provision to make certain that all benefits, financial or otherwise than a fair return to capital, shall insure to the public.
—Wm S. Millener, addressing the St. Louis meeting of the Chamber of Commerce, of the United States.

C. C. Younggreen Sales Manager of Southern Beverage

Charles C. Younggreen has been appointed sales manager of the Southern Beverage Company, of Galveston. Mr. Younggreen was recently discharged from the Service, where he held the rank of captain in the aviation section.



OKLAHOMA'S 1919 WHEAT CROP \$120,000,000

Within the next sixty days Oklahoma's greatest wheat crop, estimated at sixty million bushels, will begin moving to the elevators. At the guaranteed price of \$2 a bushel, the crop will be worth more than \$120,000,000—almost \$50 for every man, woman and child in the state.

Mr. Advertiser: "Business is GOOD in Oklahoma." We want to help you get your share. Just ask us about Oklahoma.

THE DAILY OKLAHOMAN

"Oklahoma's Morning Newspaper"

OKLAHOMA CITY TIMES

"The Evening Paper of Oklahoma"

Represented by

E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Kansas City San Francisco

A Public Expression of Confidence

THE recent increase in the circulation of

The Ladies' Home Journal

to an edition of more than Two Million copies is not spasmodic. It is essentially normal and based on a steady, solid demand that existed when our country went into war. The Government then counseled the conservation of paper, and we responded. We underprinted each number, by arbitrarily undersupplying our Agents and newsdealers, thus materially reducing the consumption of paper.

WHEN the limitation was removed by the Government, we met the demand that existed with larger editions of each issue, until more than Two Million copies were demanded for the May number.

The present demand is a public expression of satisfaction and confidence in the magazine.

The Circulation of the June
Number Will Also Be

*More Than
Two Million
Copies*

THE CURTIS PUBLISHING COMPANY

Philadelphia, April, 1919.



"36 Good Reasons Why a farmer should own a Cleveland"—

from the
Cleveland Tractor Courier



Reason 26

"Because the *power farmer* is
a better business man and a
more efficient manager, his
farming becomes more system-
atized and profitable."

Which is simply added evi-
dence from an unprejudiced
source that it's—

*Not the largest farm market—
but the richest.*

Over 42,000 power farmers
read **POWER FARMING**

ESTABLISHED 1892

THE POWER FARMING PRESS

ST. JOSEPH, MICHIGAN

MEMBER AUDIT BUREAU CIRCULATIONS

Advertising to Stimulate Confidence in Price Stability

Buyers and Sellers Should Get Out of "No Man's Land" of Price Uncertainty and Agree on Terms

By M. W. Mix

President, Dodge Manufacturing Co., Mishawaka, Ind.

[EDITORIAL NOTE:—In the issue of April 17, *PRINTERS' INK* told about the National Prosperity Campaign, which is designed to rout General Confusion, General Hesitation and General Timidity. In the following article Mr. Mix comments interestingly on this campaign.]

WE have received certain samples of proposed forms of advertisements designed for the purpose of stimulating buyers, and in a small way, and in direct contact with our trade, we have been preaching along this line for some time.

During the week beginning April 7, there were four conventions held in New Orleans, including the following organizations: American Supply & Machinery Manufacturers Association, American Hardware Manufacturers Association, Southern Supply & Machinery Dealers Association and Southern Hardware Jobbers Association.

On Tuesday, April 8, there was held a joint session of the four associations. Having knowledge of the importance of these conventions at this time, I telegraphed Secretary Redfield the particulars of the convention and invited him to send an expression to be submitted to the joint conventions with the result that a telegram was received from him, which I quote as follows:

"There has never been a time in our National history when calm confidence on the part of our business men was more essential.

"The world is emerging from a struggle without precedent from both a human and an economic standpoint; the old world is exhausted as never before; its power of resistance is strained to point of endurance. We in the new world must see to it that our great

reserves of energy, wealth and enthusiasm are a bulwark of civilization at this crucial time.

"It is inevitable the transition period after greatest war in history should be nerve-racking. The ordinary laws of supply and demand have been suspended; normal production and distribution have had to give way. Our business men must therefore not be too impatient if we do not immediately return to our accustomed ways.

"The world, our country as well as Europe, is somewhat like a fever patient who has triumphantly passed the crisis; the length of convalescent period will largely depend on efforts of manufacturers, bankers and other business men.

"It has been said that prosperity is largely a matter of psychology; if we have firm confidence in the future of our country, in soundness of our institutions, in vastness of our resources and energy of our people, we can create conditions that will promote speedy revival of normal business life. In machinery and hardware trades there is, I think, particular reason for buoyant optimism.

BUILDING MUST COME SOON

"For two years we have built few houses, we have repaired our industrial plants only to prevent deterioration, we have decreased or eliminated production in many less essential industries; the putting of our own house in order will require enormous supplies of mechanical equipment and hardware. There is little doubt devastated Europe must come to us for assistance in rebuilding her shattered homes and dismantled factories. The demand for your

products is immediate and widespread; where there is such urgent demand the means for financing and distributing the purchases cannot fail to be found.

"I do not wish to ignore difficulties with which you have to contend. Prices of materials and labor costs are serious factors in the situation. You are all familiar with the efforts of the Government through the Industrial Board, this department to relieve price situation. Artificial conditions of war inevitably caused inflated prices; it is essential inflation be remedied soon as possible so consumers may purchase and normal buying and selling in all trades be resumed. Response of business interests to Government proposals has been most gratifying. It is indeed this spirit of public-spirited co-operation between Government and industry and between various industries that will go far towards restoring normal conditions. Labor cost is perhaps a more difficult problem than prices of basic materials. We have always boasted that American labor was better paid than any in the world, and I hope we always shall. Certainly we should remember at this time, Bolshevism thrives only where empty stomachs prevail. Reasonable adjustments in wage scales there will undoubtedly be, but wage reductions should be preceded by a fall in commodity prices. We should strive to pay dividends by greater application of science to industry, by more efficient cost accounting and elimination of industrial waste rather than by deducting from the pay envelopes of men in mines and shops.

"In closing this brief greeting, let me emphasize again need for sane optimism. If any country in the world has cause for unshakable confidence in its industrial future, surely it is ours. Our vast natural resources, our large gold reserve and our elastic currency system, the splendid initiative and idealism of our people are as solid a foundation for prosperity as the world has ever seen. We must constantly bear this in mind and

stand firm against pessimism of those who profess to believe modern civilization has outlived itself. We must all pull together and hasten the restoration of normal healthy business life which we subordinated a while when the liberties of the world were in danger."

The message was signed by Secretary Redfield.

It was the consensus of opinion that the expression made summarized a condition practically in line with the experience of all concerned, and I feel that we may heartily endorse it.

At the moment, there seems to be a sort of commercial "No Man's Land" existing between the buyers and the sellers. Each side is sending out its patrols and each seems to have its listening posts well advanced towards the opposing lines, and in various details are going through the combative programme which has been under way in a physical sense all over Europe the past four years.

It is very evident that the scouting and testing of the market so far undertaken has not provided sufficient strength on the side of either the buyer or seller to make a firm stand.

NO TIME TO RESIST THE DEMAND FOR BUILDINGS

We are heartily in accord with any programme which will have for its purpose and ultimate effect the elimination of the hold-off attitude of business. The ultimate user of all commodities is the real factor in the situation, because, under these conditions, it is the buyer's market.

It has only been a short time since we were raising a great "hulabaloo" because prices were going up, and now we are equally vociferous in expressing our objections to prices going down. We know that the public have been going without things which they have earnestly desired for a number of years; that the appropriation of raw materials, transportation, labor, etc., has been against the production of many things which the public want. We

First

In April The New York Times published 1,499,585 agate lines of advertisements, a greater volume than was ever published in one month by any New York newspaper.

In four months of 1919 The New York Times published 5,394,555 agate lines of advertisements, a gain over the corresponding period of 1918 of 1,076,141 lines, a greater volume and a greater gain than any other New York newspaper.

also know that the public have plenty of money or credit with which to satisfy their desires, and it is difficult for any sane person to account for the absence of a buying movement.

We fear that the contest between the buyer and the seller, each standing upon more or less arbitrary grounds may result in a cooling off of the desires of the buyer and the prolongation of the dull period which, by all the stars and experiences of the commercial world, should be going on at its height to-day. Probably the buyers must be willing to sell on closer margins somewhat less than their theoretical ideas will dictate, and the consumer must be satisfied that there is a new price level in existence, and that the old order of things will not return and consequently reconcile themselves to paying an advanced price over those of a low-priced period which seems to be uppermost in his mind.

Of course, advertising has a great deal to do with stimulating a proper relationship between the buyer and seller, and particularly in creating in the minds of the buyer a sentiment that he cannot afford to delay gratifying or satisfying his needs on the open market.

The failure of the Government through the railroad organization to indicate in an optimistic and satisfactory way that it is ready to buy has undoubtedly created an enlarged feeling of pessimism on the part of the general buying public. It is indeed unfortunate and untimely that these interests do not get together and find a reasonable level upon which a continued business may be placed. The mere fact that there has been established a basis for buying and selling that is recognized by the largest customer in the country to-day will have a very encouraging psychological effect upon all other buying interests.

The comparatively small sum of money that would cover the difference in ideas of values between the railroad buying and the suppliers of railroad commodities

is insignificant in comparison with the effect which it will have upon the general business of the country, inasmuch as owing to credit and foreign exchange conditions, as well as difficulties in transportation, we shall probably be forced to confine ourselves very largely to a domestic business for some time to come.

If it were possible to convince Director-General Hines that regardless of the technical or theoretical position that is maintained, the few million dollars which seem to represent the difference in theoretical values as between the buying which he controls and the selling which the manufacturers have to deal with, would be insignificant when considering the country as a whole, a great good would be accomplished. Just how this condition may be reached is rather difficult of conjecture, but it may be necessary for the entire country to consolidate itself upon the one job of convincing this big customer that the prices asked are reasonable and that he should not hold out for a differential below the market when he is not willing to allow a similar differential under any circumstances to any of the patrons of the project which he controls.

We are not in position at this writing to commit ourselves as to the extent we shall use any of the copy that has been supplied through the means of the national publicity campaign, but you may know from the above that our disposition is to do everything possible to accomplish the end desired, and if any special copy is prepared along this line, duplicates of it will be promptly furnished PRINTERS' INK.

In the meantime, we are conducting a nation-wide merchandising campaign on our own product, and carrying with it in a suggestive way, our ideas on the general situation.

F. S. Powers, vice-president and editor of the *Inland Farmer*, Louisville, Ky., died on April 30. For several years, and before becoming editor of the *Inland Farmer*, he was a member of the staff of *Home and Farm*.



Real Dealer Influence —

THE Indianapolis dealer KNOWS that common-sense advertising in *The News* will create a demand in HIS store for any commodity for which there is legitimate use.

The Indianapolis merchant follows the advertising in *The News*. He knows that practically every one of his customers reads *The News* each evening. He knows they shop from *The News*. But what is more important HE reads *The News* himself. That's real dealer influence.

The
Indianapolis
NEWS

"... you're too modest. The entire state of Indiana comes nearer to being the Indianapolis territory than any other state and its capital. Traveling men will tell you that Indiana is completely dominated by Indianapolis and *The News*."

*In letter from agency man about
Printers' Ink advertisements*

New York Office
DAN A. CARROLL
Tribune Building

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Building

National advertising for April 307,914 lines. Month after month
The News maintains its standing in the million line class

The Advertisers Dilemma



Was planning to market an expensive building material.

THEY were manufacturers of expensive building material. They realized that the number and size of their factories depended entirely upon the amount of their product for which they could find a profitable market. Logically they turned to advertising and to good agency service.

Then, the question of how to reach the best farmers in the South crossed the conversational equator. . . .

By employing all the South's agricultural press, the dotted circulation maps would make the South appear to be satisfactorily broken out with a full blown case of measles. But theirs was a class product—bought only by farm owners making permanent improvements. Livestock owners with horses, barns, stables and silos were the largest users. Class circulation was the only kind that copy could manufacture into sales.

Conflicting claims of publishers are apt to befuddle opinion. So the wise agent recommended a little "sleuthing"—an investigation to find out the truth.

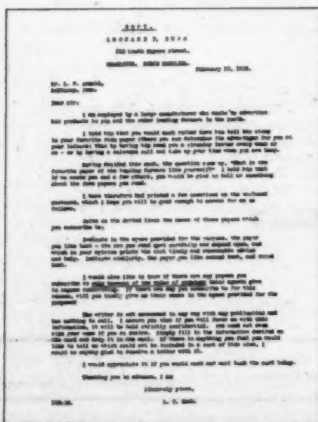
A list of names was compiled by them consisting of—

1,150 members of the Southern Cattle Men's Assn.

750 officers of Extension Work & County Agents, U. S. Dept. of Ag.

100 members of the Alabama Livestock Breeders Assn.

The letter reproduced here was sent to this list. It



The letter.

Plain paper and stationery—no farm papers were suggested. The test was impartial.

frankly requested data on what papers they read and the one which they preferred. A card was enclosed for answering. Not a single farm paper was suggested. Plain stationery was used. The investigators wanted an unbiased opinion.

The result was apocalyptic.

From 2006 letters they received 518 replies giving the desired information.

Of these 518 farmers and county agents, 446 stated that they read the Progressive Farmer, and 331 preferred it to any other paper.

Of these 518 replies, only 143 were subscribers to the other large Southern farm paper—and only 3 preferred it.

The nearest rivals to the Progressive Farmer were *not* Southern rivals, but two class papers of national circulation.

One of these reached 185 of the list—was preferred by 47.

The other reached 172 of the list—was preferred by 28.

This is the remarkable result of an earnest and impartial search for information. It shows that the Progressive Farmer really has no rival.

Is this an apodixis, or do you want further proof? We will be glad to send you the tabulated result of this agency's investigation.

THE PROGRESSIVE FARMER

Raleigh, N. C. Birmingham, Ala. Memphis, Tenn. Dallas, Tex.

STANDARD FARM PAPERS, INC.,
Western Representative,
Conway Bldg., Chicago, Ill.

WALLACE C. RICHARDSON, INC.,
Eastern Representative,
381 Fourth Ave., New York, N. Y.

The P. F. carried last year more than four times as much building material advertising as its nearest competitor—more than twice as much copy for Implements, Dairy Supplies, Barn Equipment, Lighting Outfits, Tractors and nine times as much livestock advertising.

What farm papers do you SUBSCRIBE to?
List the names of papers on dotted lines.

Progressive Farmer
Country Gentleman
Country Squire
Country Gentleman

When you obliged to discontinue all but one, which one would you keep?
Progressive Farmer

Which is best? *Country Gentleman* but *Country Squire* for the

What paper (if any) did you subscribe to ONLY BECAUSE OF THE FREEDOM offered you by their subscription agent?
None

The number of acres in my farm is *1000* and I am engaged in *Stock Raising*
Hot Springs, Arkansas

The cards thus gave the answer.

A typical card from a County Agent.

What farm papers do you SUBSCRIBE to?
List the names of papers on dotted lines.

The Progressive Farmer
The Country Gentleman
The Progress Squire

When you obliged to discontinue all but one, which one would you keep?
The Progressive Farmer

Which is best? *Country Gentleman*

What paper (if any) did you subscribe to ONLY BECAUSE OF THE FREEDOM offered you by their subscription agent?
None

The number of acres in my farm is *1000* and I am engaged in *Stock Raising*
W. F. Clark
Ark.



Agencies and advertisers tell us that W. O. Floing designs carry a pronounced selling force.

One of the reasons why this highly important element is present, is that we bring to our work a thorough knowledge of advertising fundamentals.

Another is that we study the plans already laid out by the agency and the advertiser, and the ends sought.

Then we apply our ingenuity and our experience, through art work—viz.—pictures, white space and type—to the attainment of those ends.

WILFRED O. FLOING COMPANY
CHICAGO

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Choosing Media for Export Advertising

A List of Worth-While Publications in Foreign Fields

By Howard G. Winne

THE selection of the means for transmitting the foreign sales message to the prospective purchaser, is at once a most important and difficult problem. The advertiser is confronted with a situation which would be duplicated if the various states of our Union employed different languages, and the press of each state circulated largely, if not wholly, within the confines of each separate commonwealth.

In the past, there has been a strong tendency to consider foreign markets only in terms of "Latin-American." But this is rather a limited field. We should include the important markets of Australasia, Africa, Asia, and Europe.

For the purpose of analysis, available media will be segregated into six divisions—the American export papers, local foreign dailies, weeklies, monthlies, trade papers, and miscellaneous media.

The export papers represent the only international publications widely distributed throughout all the markets of the world. These reviews render an important and valued service. When and why they should be employed is no longer a difficult question.

In hundreds of instances, they have been the sole channel through which representatives and agents have been secured, as well as substantial orders taken. In them can be found the inception of many imposing foreign sales and advertising programmes.

Before leaving the subject of these export papers, I want to say that in personal conferences with many important business men from abroad, it has been observed they hold a rather unique view re-

garding these publications. They are read not only in the sense of a monthly magazine, but are also looked upon as catalogues of American products and merchandise. They are largely considered to be a monthly revision of what might be termed an American "Source of Supply" Directory.

As regards local foreign media, the situation demands that each country be studied independently, and the selection of proper media be made with serious consideration of the local conditions of each market, keeping in mind the population, its buying power, and the class of publications which local conditions and national traits have made predominant.

SPECIAL STUDY NEEDED FOR EACH FIELD

A careful study of the foreign field brings forcibly to our attention great variations as to the number and character of reviews and other means of publicity. The need and usefulness of such a miscellany of media find their answer in the widely different demands of the inhabitants of the countries abroad. Hence, it is found necessary to use different classes of media in different markets, to accomplish the same result. This also applies with reference to the programmes of different advertisers.

In all my personal experience in mapping out programmes and placing thousands of dollars' worth of advertising abroad, I have never yet prepared any two programmes which exactly duplicated each other, even though the lines were apparently kindred, and the districts to be reached largely the same.

In Argentina, our largest South American market, there is a greater variety of worth-while

Portion of an address delivered at the Sixth National Foreign Trade Convention, at Chicago.

publications than in any other Latin-American country. In Buenos Aires we have powerful dailies, such as *La Prensa*, *La Nacion*, and *La Razon* in Spanish, and other dailies published in English, French and Italian, which serve their purpose as a medium to reach the cosmopolitan population.

La Prensa and *La Nacion* carry volumes of local advertising, and the bulk of American newspaper advertisements now being placed is largely divided between these two great dailies.

In the magazine field of Argentina, observe the popular high class weekly, *Caras y Caretas*, with a circulation spreading up and down the coast and extending to the remote interior. It is essentially a satirical, non-partisan weekly review. In the March 8, 1919, issue they carried fifty pages of advertising, nine and a half pages of which represent the products of fifteen American advertisers.

As a vehicle to reach the best classes of society, *Plus Ultra* admirably meets the demand. This super-artistic monthly presents an excellent proof that South Americans fully understand the art of printing. Printed in colors, on coated stock, with embossed covers, tissue protected—this review equals, if not exceeds in beauty of typography and art, anything that is published in the United States.

The Brazilian republic represents the second largest South American market. There we find somewhat of a kindred situation as found in Argentina. Important dailies such as *O Imparcial*, *Correio da Manhã*, *Jornal do Commercio*, and others offer satisfactory means to daily present the advertisers' message to the influential classes, while the illustrated and popular weeklies, *O Malho*, *Fon Fon*, etc., circulate widely throughout the whole republic, reaching the homes of the better class.

In referring to Chile, I call your attention to the well known and powerful chain of dailies, *El Mercurio*, as well as the important daily, *El Sur*, of Concepcion.

Zig Zag, the most extensively circulated illustrated weekly review of the west coast, needs no further introduction.

Going up the coast to Peru, the situation changes. There the chief business of the country is controlled by what might be termed a limited number of the important and powerful families. Important weeklies and monthlies are not found there, as in Argentina. The dailies assume a more important position, and are the chief media for the advertising message. Excellent results have been obtained by using such reliable dailies as *El Comercio*, of Lima (the most important daily) and *La Prensa*, of Lima, which likewise has a tremendous following.

I have just been speaking of only four South American localities. Nevertheless, we find similar problems presented throughout all the important world markets.

- AUSTRALIAN MEDIUMS

Australasia has its full share of reliable media. As a channel through which to present a daily message, we have the *Melbourne Herald*, *Melbourne Age*, *Sydney Morning Herald*, *Brisbane Courier*, *Wellington Post*, *The Press*, of Christchurch, N. Z., and other worthy dailies throughout the commonwealths.

Dominating and important weeklies have more of a national circulation, extending through the whole country. In this class can be placed the *Sydney Bulletin*, *The Australasian*, the *Auckland Weekly News* and *The Press*, of New Zealand, etc.

The trade press of Australasia offers a wide variety for selection. Some are important, dominating reviews, while others assume more the nature of government subsidized bulletins or leaflets.

Standing out prominently among the trade papers of that section are such reviews as *Australasian Hardware and Machinery*, *Chemist and Druggist of Australasia*, *Chemical Engineering and Mining Review*, *Australasian Leather*

The American Exporter Advertising Pages Are Grouped According to Products

Everything from Boots and Shoes to Automobiles, from Hardware to Food Products, Jewelry to Exporters and Forwarders is represented in the group sections in our four monthly editions—English, Spanish, French and Portuguese.

It gives your export message double power—strong publicity and representation of your line in those pages referred to by the buyer abroad looking for such goods. Can you afford not to be listed in your section that is virtually a buyers' guide?

Write today for sample copies and further details.

AMERICAN EXPORTER

17 Battery Place
New York City

Established 1877

Four separate editions every month

June McClure's Gains 125% in Advertising over June Issue of Last Year

M^CCLURE'S MAGAZINE closes its June number with the largest number of pages, the largest advertising lineage, and the largest money return of any number of McClure's published during the preceding nineteen months.

Only one June issue of McClure's, in the history of McClure Publications, has carried more advertising than this number.

The steady upward trend of McClure's since American industry began to go back to its normal basis is shown by these figures:

*Increase in advertising lineage in 1919
over the same month of 1918*

April	25 per cent gain
May	85 " " "
June	125 " " "

The amount of advertising booked for the July, 1919 issue indicates that the lineage in this number will exceed that in any previous July issue of McClure's except one. Your advertisement is a safe and paying investment in—

McCLURE'S

Trades Review and substantial motor trade papers.

In a study of the press of South Africa, we discover a situation kindred to Australasia. That is, we note with interest the important dailies such as the *Cape Argus*, of Cape Town, with its valued weekly edition, *The Week End Cape Argus*; the *Eastern Province Herald*, of Port Elizabeth, and *The Star*, of Johannesburg. *The Sunday Times* of Johannesburg wields a powerful influence, and is recognized as the most important Sunday issue of that district.

A satisfactory collection of trade papers is at hand, providing a substantial means for reaching the various commercial and industrial interests. *Industrial South Africa*, *South Africa Mining Journal*, *Motoring in South Africa*, *South African Motorist*, and *Farmers' Weekly* are a few of the worthy publications.

A different problem is offered, however, in the Far East, because the English dailies and trade reviews do not substantially reach the natives, yet are necessary to reach the important traders and big foreign buyers.

IN THE FAR EAST

In Japan, *The Far East* and *Eastern Commerce* carry the message in English, while *Industrial Japan* presents the selling story in the language of the country.

With the exception of *Millard's Review*, *Industrial China* and *Far Eastern Review*, China lacks a trade press. Dailies in the English language, such as *The Peking Daily News*, *The China Press*, *North China Daily News*, *South China Morning Post* have proven to be good media to reach the more influential commercial interests.

In planning to enter India, there are offered for consideration, media of various types. We have dailies and weeklies such as the *Times of India*, of Bombay, *The Statesman* of Calcutta, *Capital of Calcutta*, *Madras Mail* of Madras, and trade papers of the character of the *Indian Textile Journal*.

In passing over the English situation, I will simply say there is an offering of media duplicating that of the United States. However, it is well to remark that Sunday newspapers are not nearly as numerous or important as the Sunday papers of this country, while, on the other hand, the illustrated weeklies are widely read, and a powerful influence.

The future of our trade with France is now occupying much serious attention. France has always been a large buyer of American specialties of all sorts, and from now on, unquestionably the press of France, including the trade and technical reviews, will receive larger support from American advertisers.

By reports just received from our representative now in France, we are informed that the standing of leading dailies remains the same today as before the war. *Le Petit Parisien*, *Le Matin*, *Le Temps*, *Le Journal*, and *L'Intransigeant* represent the principal dailies. True, they now only consist of two or four pages, and their rates are excessively high, but the paper difficulty will shortly be overcome, and we can look for a rapid return to normal sized issues and lower rates, the same as took place in England.

The trade and technical papers of France have a powerful grip upon the commercial and industrial activities of the country.

Volumes of advertising appear weekly and monthly in such reviews as *L'Usine*, *L'Outillage*, *Sciences et Industries*, and *Automobiles aux Armées*. *L'Usine* alone carried 105 pages of advertising in their March 20th, 1919, issue, of which five pages represent thirteen American manufacturers.

There are engineering papers, hardware and machinery reviews, factory and plant publications, lumber and leather trade papers, at rates much lower than demanded at home.

In Scandinavia, the press is well developed. Dailies and weeklies are available, as the case may require. To reach the commercial

and industrial interests, we have such excellent reviews as *Affärsvärlden*, *Electroteknisk Tidskrift*, *Ingeniör*, etc., corresponding largely to our American issues of *Manufacturers' Record*, *Electrical World*, *American Machinist*, and papers of a similar makeup.

If the appeal has a more general character, and dailies are required, the highly regarded *Aftenposten*, Christiania; *Politiken* and *Børsen*, Copenhagen; and *Dagens Nyheter*, Stockholm, are available.

In addition to publications found in foreign markets, the American advertiser will find at his disposal billboards, posters, painted signs, electric signs, street car advertising, railway station advertising, etc.

Here again conditions vary in the different markets. Billboards, posters, handbills, etc., are far more successful in reaching the native Chinese market, and it was largely due to their use, that the Japanese have made such wonderful progress in that field.

Bill posting is extensively used in Argentina, and they have produced some very fine posters locally, although during the paper shortage it has been preferable to ship the posters from the United States.

POSTING METHODS IN SOUTH AMERICA

Contrasting the method and means of railway advertising, I would point out that in Argentina and Uruguay, railway station advertising, which is scarcely employed in this country, has been highly developed, precisely as it has been in England. This is undoubtedly due to the fact that these railways are chiefly owned in Great Britain, and are under British management. They have simply transplanted this form of advertising. While in Brazil street car advertising is fashioned after the American style, the answer of which we can no doubt find in the American management of Brazilian street railways.

It is possible with a careful analysis and survey, to pick a col-

lection of media which can be said to cover every nook and corner of the world markets.

Within a short period, it is anticipated that this can be done to include what might be termed the "New Europe," that is, free Poland, Czecho-Slovakia, Finland, Jugo-Slavia, and Roumania, all of which countries, and let us hope, Russia, will present important markets which will justify extensive advertising.

In closing, I want to emphasize that I hold no brief whatever for any of the publications actually named in this necessarily short and sketchy outline of world media.

On the contrary, the statements made are based solely upon careful investigations of the foreign press and the actual use of their columns on behalf of many American manufacturers, as the organization which I have the honor to represent does not work in behalf of any publications, but devotes its facilities entirely to the benefit of the advertiser.

I will add that, without question, many other publications would be recommended for a comprehensive world-wide campaign, but the reviews mentioned simply have been selected as representative examples of the wide choice presented to the progressive American advertiser who plans to develop his foreign trade.

Elected Vice-President of Hamilton Agency

Arthur R. Addison has been elected vice-president of the Robert Hamilton Corporation, advertising agency, of New York. Mr. Addison has just been released from the Service. Previous to entering the Service, a year and a half ago, he was advertising manager of *Oral Hygiene*, Pittsburgh.

Represents Armstrong Cork Co. in Boston

The Armstrong Cork Company, of Pittsburgh, announces the formation of a new company to be known as the Armstrong Cork Products Company, with headquarters in Boston.

The new organization will be managed by A. K. Barnes, for several years with the company's publicity department at Pittsburgh.

FREE TO ADVERTISING MEN AND PRINTERS



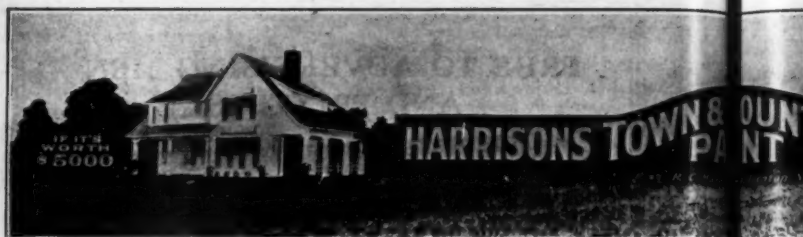
THIS NEW REFERENCE AND SAMPLE BOX OF DOVE MILL BRISTOLS

— a compact, durable, cloth-covered, vertical filing cabinet about 9 x 4 x 2 inches in size (just right to fit handily in the top drawer of your desk) and containing 120 samples of 14 different grades of DOVE MILL BRISTOLS, including all sizes and weights, in 14 colors and white — each tab-indexed and recognizable at a glance

— a useful time-saver — a complete reference library of what you will find to be the most completely practical and versatile line of Bristols in America, *made by the originators of Mill Bristols.*

You can get one of these very competent little business assistants from your regular Supply House — or direct from us — on request.

George W. Wheelwright Paper Co.
BOSTON, MASSACHUSETTS



When Size Speaks Ev

Size makes Niagara the queen of water falls;

Size makes the Panama Canal the greatest of engineering feats;

The *size* of Uncle Sam's vast war plans amazed the world and forced the Huns' quick surrender;

Size dominates every walk in life.

Even so in advertising, *size* dominates; and painted outdoor displays form the supreme medium for *size* in advertising.

The Harrison painted display pictured above, for instance, is an unforgettably dominate feature of the trip from New York to Philadelphia over the Pennsylvania Railroad. 266 ft. long, with cottages 25 ft.

Atlantic City

The R.C. Maxwell Co. 7





Everybody Listens

high, it is a remarkably realistic demonstration of Harrison paints by what appears to be real houses.

The photograph below shows probably the largest "cutout" bulletin ever constructed. It is an exact replica in color of Young's Million Dollar Pier, 336 ft. long, with a duplicate of Captain Young's cottage 26 ft. high.

The unique display is located on the meadows approaching Atlantic City, commanding an unobstructed exposure across the combined thoroughfares leading into Atlantic City—boulevard, steam and electric roads—a reminder that none of the twenty million yearly visitors will forget when they reach the Boardwalk.

When *size* speaks, especially thru Maxwell signs, everybody listens, and remembers.

Maxwell Co. Trenton N.J.

New York



Fine, smooth surface
Absence of wire marks
Satiny, even coating

You will find these
 qualities in

Delotype Enamel

For high grade Halftone and Color work

Printers welcome the specifying
 of this paper, for they know
 they can trust it on the press.

Halftones, type, or color work
 show up to fullest advantage on
 Delotype Enamel.

May we make up some
 dummies for you, or send samples
 and prices?

Please communicate with nearest branch.

BERMINGHAM & PROSSER CO.

Dependable Printing Papers for Every Purpose

KALAMAZOO

CHICAGO

NEW YORK

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Why One National Campaign for Coffee Failed

The Blend Was All Right in St. Louis, but Was Wrong in Buffalo—
The Reason Why

By F. A. Partenheimer

THE article in **PRINTERS' INK** a few weeks ago relative to the Proposed Million-Dollar Campaign of the Brazilian Coffee Growers was interesting to me. It recalled, the experience of an American coffee roaster in marketing and advertising a coffee nationally.

And now, since "The sovereign drink of pleasure and of health" advertising is actually appearing in newspapers, the facts which follow may prove of interest to coffee promotion in general and profitable to proprietors of private brands in particular.

Some fifteen years ago a certain large coffee roaster in the Middle West—C. D. Gregg by name—had built up quite a business through supplying the hotel trade in general with his brand. At the time of the Pan-American Exposition he furnished coffee for all the restaurant concessions on the grounds. The year following this miniature "World's Fair," some Chicago advertising men, who heard that this particular manufacturer was greatly elated over the way his coffee took with the Exposition visitors, considered that he ought to spread his fame thus gained over the entire United States. They argued that, inasmuch as his name and brand were on all the cups in which his coffee was served, that many Exposition visitors who liked the brand ought to have the opportunity of obtaining it in their own home town.

A magazine advertising campaign was accordingly outlined and readily accepted. But, after it had run for a couple of months, results were not forthcoming to any appreciable extent. A salesmen's convention was called to put the campaign over with them.

Two days of this convention were spent in the usual discussions, and it was not until the banquet was held at the close of the third day, that the real reason for non-successful coffee advertising was revealed.

The president of the C. D. Gregg Tea and Coffee Company, as toastmaster, was speaking of all the wires he had to pull in landing the biggest contract of his life. He said: "I came back to the factory and blended a carload of coffee which drank the finest of any bean I had ever before blended in all my lifetime of coffee blending. Imagine my chagrin when this carload reached Buffalo to receive a telegram. 'Coffee shipped us will not do. It's rotten.'

WHERE THE DIFFICULTY LAY

"I immediately boarded a flier for Buffalo, thinking it their own mistake in the brew, but when I got there I made some myself without the success that I had attained from the same blend in St. Louis. Well, I was up in the air. After thinking of everything else, I finally thought of the water used. So I had a Buffalo chemist analyze Lake Erie water for me. And what do you think he found? He reported a preponderance of alkali in that water over what Mississippi water contained. I immediately ordered the rejected car shipped back to St. Louis; took back home a big jug of the water that Buffalo would be compelled to brew any coffee in, and made my coffee blend so as to drink perfectly when brewed in that Lake Erie water. This, gentlemen, is the reason why Gregg's coffee delighted everyone at the Pan-American."

Up jumped the advertising

manager and exclaimed, "And that, gentlemen, is the exact reason why both yourselves and we are having such difficulty in marketing this coffee nationally. I am going to stop your advertising until we are in position to hire a chemist, and you salesmen can say to every grocer in a town that he cannot expect to receive his order for our goods until a chemical analysis of the water in his section has been accomplished, so that a proper blend can be made with it, before we can ship him any of Gregg's coffee whatever."

Sad to relate, the advertising to the consumer was never resumed, but to this very day this same manufacturer is advertising in hotel papers, asking for jugs of water to be analyzed in order to make the proper blend for each town in which a hotel is located.

And who will dispute the fact that a really successful coffee campaign can be conducted nationally on any other basis?

However, it's going to take a mint of money to put it over.

So if these Brazilians have a million to invest, let them go to it, by all means.

If it is at all worth the effort, time only can tell.

Wilson-Lawrenson May Head New York Club

F. A. Wilson-Lawrenson has been named for president of the New York Advertising Club by the official nominating committee. The election will occur May 13. Other nominations are: for vice-president, S. E. Leith; directors, H. H. Charles, Herbert Stroud and Anthony Van Gudenbeek; treasurer, Oliver B. Merrill.

Mr. Wilson-Lawrenson is sales manager of the Union Carbide & Carbon Company. George B. Sharpe was president of the club until recently, having resigned when he went to Cleveland, to become associated with the Cleveland Tractor Company.

F. M. Dampman With "Ford News"

F. M. Dampman, formerly eastern representative for the Chilton Publishing Company, and more recently advertising representative for the "Fordowner," has joined the advertising organization of "The Ford News."

English Manufacturers to Make Car at \$250

Automobiles are to be manufactured in England which will be retailed for \$250, and at the utmost, will not exceed \$300 in cost.

An innovation in the manufacturing process makes this low price possible. Scarcely any wood will be used in the construction of the car. A new substance has been introduced described as "a kind of concrete, light, but strong and durable, produced from waste material such as slag, clinkers, and sawdust, and covered with a metal solution." All parts will be stamped out and later fitted together.

The manufacturers believe they have a car that will compete favorably with the cheaper American-made cars.

In this connection the announcement of the Ford Motor Company, made last week, is particularly interesting. According to Robert C. Neily, manager of the Foreign Department of the Ford company, assembling plants are to be erected at Cadiz in Spain and Copenhagen in Denmark. It is stated that the company will be able to assemble more than 500,000 cars annually for the demands of these two countries.

It is foreseen that the Copenhagen plant will be readily accessible to Poland and Russia when conditions in these countries become sufficiently stabilized to make them markets for the Ford product.

Representatives Club Will Elect Officers

The Representatives Club of New York, composed of periodical representatives, will elect officers for the coming year at a meeting to be held on May 12 at the Hotel McAlpin. Inasmuch as the nominating committee has suggested but a single candidate for the office of president and also for the office of treasurer, it is presumed that there will be no contest for these places on the ticket.

R. B. Bowen of the *Outlook* is the committee's choice for president and George L. Alpers of *Metropolitan Magazine*, for treasurer. Two candidates are on the ticket for each of the other offices.

Seven Service Men Join New York Art Organization

Seven Service men have joined the staff of Louis C. Pedlar, Inc., New York. They are: Sylvan G. Goelse, Edwin W. Bell, Walter R. Peters, Joe Davis, Geo. Blumler, Charles Konor, A. C. M. Azoy, Jr.

C. J. Heale Business Manager of "Sheet Metal"

Charles J. Heale, who has been assistant advertising manager of the *Hardware Age*, has been made business manager of *Sheet Metal*, New York.



—a copy to you for
a letter head request

Textile World Journal
New York

BRAGDON, LORD & NAGLE CO.

Audit Bureau of Circulations

Associated Business Papers, Inc.

The ODHAMS Group dominates Britain

TO Britons, the name Odhams connotes fearlessness, progressiveness and independence in newspaper and periodical production. These qualities have built up, in spite of most trying wartime conditions, a group of publications which occupies a dominating position in Britain.

The Odhams periodicals have always been widely and consistently advertised, with the result that, while paper shortage has meant deliberate restriction of circulation, they have gained constantly in power, prestige and popularity.

If you have export merchandising plans embracing the British Isles, ask our representative in U. S. A. to tell you how best to use



**BRITAIN'S
DOMINANT PERIODICALS**
—The Odhams Group—

LONDON MAIL

BRITAIN'S DOMINANT PERIODICALS

—The Odhams Group—

Average Sale Per Issue	PUBLICATION	Brief Description	Advt. Rate Per Page
1,500,000	John Bull . . .	More powerful and more widely read than any other British periodical.	\$2,000.00
250,000	National News	Britain's only independent Sunday newspaper.	\$10 per in.
150,000	Passing Show	Clever satire and clean humor in prose, verse and picture.	\$225.00
20,000	World	Authoritative illustrated review of the week's happenings.	\$100.00
150,000	London Mail	"Gossip" society and humorous weekly. Popular among smart people.	\$200.00
115,000	Pictures	Illustrated weekly for movie enthusiasts. Fastest-growing paper in Britain.	\$100.00
90,000	Everywoman's.	Popular home magazine — fashions, cookery, toilet, nursery, etc.	\$100.00
First issue May, 1919	Home and Garden (Illustrated)	High-grade monthly devoted to betterment of homes and gardens.	\$150.00

ODHAMS LIMITED, LONG ACRE, LONDON
PHILIP EMANUEL, Advertisement Manager

Represented temporarily in U. S. A. by
ARTHUR TAYLOR
Old Colony Club, Hotel Manhattan, New York
who will gladly send Specimen Copies, Rate Cards and other information





BUILDERS of AMERICAN BUSINESS

R. L. RUTTER, PRESIDENT OF THE
SPOKANE AND EASTERN TRUST COMPANY

"From an experience of many years as a close reader of *SYSTEM*, it seems to me that its high value in presenting new and better methods of office management is even surpassed by the success with which it induces readers to think for themselves along original lines, and create original methods for handling business."

R. L. Rutter

NUMBER CLXII in the series of portraits of readers of *SYSTEM*

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Printing Industries Employers and Employees Drawing Closer Together

Representatives Outline Working Plan for Joint Council

REPRESENTATIVES of various branches of the printing industries and trades unions, meeting in Chicago, have decided to form what will be known as the International Joint Conference Council of the Printing Industry. Its purpose will be to devise means for the peaceful settlement of industrial disputes, and to work together on a more resultful and satisfactory basis for the common good.

The proposed plan was talked through quite thoroughly at the Chicago meeting, and it was decided in a general way what the new organization wanted to accomplish. Another meeting will be held in New York early in June. At that time it is expected the plan will be complete. Soon thereafter it will be submitted to the various organizations interested.

The plan of the Council is founded on the existing machinery of arbitration boards and the various trade agreements under which the printing industry is now working.

Specifically, some of the things which such a Council will consider are: formulation of general trade policies in the interest of employers, employees and the public; determination of practicability of establishing wage adjustment boards; standardization of shop rules and practices, investigation of apprenticeship conditions; in fact, any educative, legislative, economic or hygienic questions leading to betterment of the industry.

Executive union officers at the Chicago meeting were: Marsden G. Scott, president of the International Typographical Union; Charles A. Sumner, acting for James J. Freel, president of the International Stereotypers' and

Electrotypers' Union; George L. Berry, president of the International Printing Pressmen and Assistants' Union, who is not yet out of the Service, and Acting President McHugh; Walter Reddick, president of the International Brotherhood of Bookbinders, and Matthew Woll, president of the International Photo - Engravers' Union.

Representing various employers' organizations were William Green, New York, for the printers, representing the closed shop branch of the United Typothetae of America; H. P. Kendall, Boston, Mass., for the bookbinders, representing the closed shop branch of the United Typothetae of America; Eugene C. Miller, Chicago, the American Photo-Engravers' Association; Harris B. Hatch, Philadelphia, International Association of Electrotypers, and Charles Francis and Max Rosett, both of New York, representing the Printers' League of America.

These representatives will continue to act on the joint conference committee until the Council is formally established by the votes of the respective organizations.

"We believe," said one of the employing printers who is prominently identified with the new plan, "that this Council will have a powerful effect in bringing about a peaceful settlement of the industrial disputes in the printing industry."

"It cannot be denied that things have been very much unsettled for the last year, and the results have been not at all good for the industries as a whole. Take, for instance, the stereotypers' strike that was settled just last week in Chicago. It cost one big mail-order firm at least \$20,000 extra to do its printing during that period, under

the unfavorable conditions imposed. The loss in business caused by failure to get out its advertising matter in time must have reached far up into the thousands. Then, a little while ago, the press-feeders were out, causing a great amount of inconvenience and loss to everybody having to do with printing.

"Speaking from the standpoint of an employer, I can conscientiously say that we want to give the unions a square deal, and we believe they want to do the same thing by us. The trouble is that unfortunate misunderstandings are so likely to arise. If we could get together on some equitable and satisfactory basis, we could stop a lot of this trouble, and these misunderstanding would be settled before they get a chance to work injury to the business of all concerned.

"I think the proposed Council will do much toward eliminating this kind of trouble. All the logic of the situation called for an understanding such as this. The employing printer cannot get along without the unions, and *vice versa*. Why not, then, be on mutually friendly terms and work for the upbuilding of the industries as a whole? What will benefit one will benefit the other. The trouble has been heretofore that jealousy rather than good sense ruled."

This Sounds Like Propaganda —But We'll Let it Pass

NEW YORK, MAY 1, 1919.

Editor of PRINTERS' INK:

Whenever the service is tied up to an advertising campaign, the photographs or copy invariably refer to the "doughboy" or "gob." Seldom does one see reference to the Marines. It seems to me a making for effectiveness to tie up to the most favorably known and most military-looking type of American soldiery—the "Leatherneck," or Marine. There's another advantage in the fact that the Marine Publicity Bureau is always glad to furnish photographs to advertisers.

A MARINE.

Murray Howe & Co., Inc., New York, have been appointed advertising agents of the Lee Tire and Rubber Company, Conshohocken, Pa.

Letters Still Go Abroad With Too Little Postage

PRINTERS' INK has had occasion several times in the past to note the too frequent neglect of American manufacturers in affixing proper postages to letters sent to foreign countries. This is still, however, a serious matter: many customers and prospective customers of manufacturers, located in foreign lands, are receiving all too frequently letters upon which they have to pay postage because sufficient care was not taken by the senders in weighing the pieces of mail and determining the proper rate. A complaint of this nature has been brought to the attention of PRINTERS' INK by Jesse Neal, executive secretary of the Associated Business Papers, Inc. William E. Jessup, of Guatemala, in the course of a letter to the *Manufacturers' Record*, of Baltimore, has this to say on the subject:

"One of the first things American business houses should learn is the rate of postage that applies to foreign countries; the sending of letters with postage short paid, while trifling in itself, finally gets on the nerves of the addressees."

An export manufacturer should put some proper system at work in his mailing department, so there will be no chance of letters to foreign correspondents getting out of the office underpaid.

Seeks Generic Term for Sound- Reproducing Instruments

A competition has been inaugurated by *The Music Trades*, New York, to find a word which will describe all the sound-reproducing instruments, whether they are Victrola Talking Machines, Columbia Graphophones, Edison Phonographs, or what-not. A committee consisting of W. H. Alfring, manager of the wholesale department of the Aeolian Company; G. W. Hopkins, general sales manager of the Columbia Graphophone Company; Max Landay, of Landay Brothers, New York, distributors for the Victor Company; William Maxwell, vice-president of Thomas A. Edison, Inc., and Eugene A. Widmann, president of the Pathe Frères Phonograph Company, will act as judges to determine the best name submitted before July 30.

"Soda Fountain" Advertises for Subscribers in Newspapers

The Soda Fountain, a business paper published in New York, is advertising in 100 newspapers of the country for new subscribers. The business is being placed through the H. K. McCann Company.

C. D. Levin, Inc., Start Foreign Department

Charles D. Levin, Inc., New York, has established a foreign department. A Paris office will be opened in charge of M. Albert Dulac, who has just completed his service in the French army.

56%
GAIN

**OVER LAST
YEAR'S RECORD**

JULY

Delineator

Sixteen Combinations Formed for Export Trade

Incorporated under the Webb Act to Promote Sales Abroad

ON April 10, 1918, the Webb Law permitting combinations to engage in export business became effective. An association is required to file within thirty days after being formed a statement with the Federal Trade Commission, showing the location of its offices, places of business, names and addresses of its officers, stockholders and members, together with a certified copy of the articles in preparation.

The purpose of this law is to enable the American export interests to meet competition of thoroughly organized combinations encouraged by the laws of other countries. Discretion is left to the Federal Trade Commission to investigate any such combinations, if there is reason to believe that an association is operating in restraint of trade within the United States or in restraint of the export trade of any domestic competitor. Authority to take action against unfair methods of competition is extended to any such methods when used in export trade against competitors outside the jurisdiction of the United States. Domestic corporations engaged in commerce in the United States are permitted to hold stock in export associations.

The Webb Law, which gives encouragement for aggressive action on the part of exporters securing or developing foreign markets has been well received. The names of sixteen combinations for increasing export trade, together with the names of their officers and addresses are as follows:

Douglas Fir Exploitation & Export Company, 260 California St., San Francisco, Cal.—Washington corporation. Capital, \$200,000. Exports, builds and sells steamships, general commission and shipping business. W. H. Talbot, president; A. A. Baxter, general manager, San Francisco, Cal.; O. M. Clark, vice-president, Linton, Ore.; E. G. Griggs, vice-president, Tacoma, Wash.; Chas.

E. Hill, secretary, Seattle, Wash., and C. S. Rogers, manager, Portland, Ore.

Copper Export Association, Inc., 60 Broadway, New York City.—Delaware corporation. Capital, \$2,500,000. Exports mineral products, unmanufactured metallic copper. J. D. Ryan, president, 42 Broadway; Walter Douglas, vice-president, 99 John St.; Rudolph Agassiz, vice-president, 12 Ashburton place, Boston, Mass.; John Clendennin, 120 Broadway; T. Wolfson, vice-president, 42 Broadway; C. A. Austin, vice-president, 99 John st.; F. S. Gourley, vice-president, 12 Ashburton place, Boston.

Textile Alliance Export Association, 45 East 17th st., New York City.—New York corporation. Capital, \$1,000,000. Foreign exporting of cotton, wool, etc., textiles. American Association of Woolen and Worsted Manufacturers, 45 East 17th st., New York City. National Council of American Cotton Manufacturers, Charlotte, N. C. National Association of Wool Manufacturers, 50 State st., Boston, Mass. Association of Cotton Textiles Merchants, 90 Worth st., New York City. John R. Munn, president, 225 4th av., New York City; Frederick K. Rupprecht, vice-president, 79 Worth st., New York City; F. A. Fleisch, vice-president and general manager; W. C. Bates, secretary, and R. M. Johnson, assistant secretary and treasurer, 45 East 17th st., New York City.

American Paper Exports, Inc., 30 Broad st., New York City.—New York corporation. Capital, \$1,500,000. Exports paper, etc. A. C. Hastings, president, New Brunswick, N. J.; Louis Chable, vice-president, Ridgewood, N. J.; D. F. McIntosh, secretary and treasurer, Jersey City; Edgar R. Alpaugh, assistant secretary, Jersey City, N. J. Consolidated Steel Corporation, 163 Broadway, New York City.—Delaware corporation. Capital, \$1,000,000. Exports steel, iron and products.

American Magnesia Export Association, 721 Bulletin Building, Philadelphia, Pa.—Not incorporated. Exports magnesia products (85 per cent magnesia). No list of stockholders as yet.

American Tanning Materials Corporation, 900 Market st., Wilmington, Del.—Delaware corporation. Capital, \$250,000. Exports tanning and dye extracts. W. H. Teas, president, Marion, Va.; John E. Osborne, secretary and treasurer, Knoxville, Tenn.

Phosphate Export Association, 99 John st., New York City.—Not incorporated. Exports phosphate rock. W. R. Peters, chairman, 55 John st.; Morgan H. Grace, manager, 99 John st.; Fred C. Noyes, secretary, 99 John st.

American Pitch Pine Export Company, 7 West 10th st., Wilmington, Del.—Delaware corporation. Capital, \$1,000,000. Exports yellow pitch pine.

(Continued on page 118)

53%

City Circulation Lead

The Detroit Sunday News

(it pulls)

is proven by latest published A. B. C. figures to have total paid circulation 182,522 (leading its only Sunday competitor by over 18%) and city circulation 128,157, leading its competitor by 44,474 or over 53%.

Advertisers in the Sunday News reach 128,157 of Detroit best families—the kind paying 8c a copy for their favorite Sunday paper. Let the Sunday News carry your message to Detroit *at home* during the calm leisure of Sunday morning. Then's when your selling arguments take hold.

The Advertisers' Opportunity— Detroit and the News

Daily and Sunday—always in the lead

(280 x 150)



Circulation exceeds 222,000 daily and 182,000 Sunday. The only Detroit paper publishing its circulation figures every day. In 1918 published 17,610,256 lines of paid advertising, being third in America and leading its nearest competitor in Michigan by over 69%. Gained in first three months of this year 1,287,174 lines, or more than 32%, over same period 1918.

Advertising *and* Interest *are* Synonymous

There is never an uninteresting moment in advertising work.

Since January 1, 1919, the H. E. Lesan Advertising Agency has had the interest of a number of new accounts added to their unflagging interest in the old ones.

New ones:

1.—The advertising for the first Annual Aeronautical Exposition of the Manufacturers' Aircraft Association, held in Madison Square Garden, March 1st to 15th. Object: to awaken the United States of America to the necessity of keeping up with the aeroplane development in the balance of the world.

2.—National advertising of the largest aeroplane manufacturer. Object: same as above, plus individual development of business in commercial as well as military aircraft.

3.—A national campaign for a new textile line to be launched August 1st. Object: to give the trade and the consumer the best quality ever given in this line at the best price, and to spend the profits primarily to improve working and living conditions of those making the goods:—one of the last words in scientific profit sharing.

4.—Joining with six other advertising agencies in the conduct of a national advertising plan for the United States Railroad Administration inviting vacation travel to the National Parks and the country's resorts.

5.—Aiding a national stove manufacturer in the resumption of full-fledged relations with dealers and consumers, after a long era of "government work."

The more interest we give, the more we have. Always enough interest and equipment to provide for new accounts without neglecting old ones.

H. E. Lesan Advertising Agency
Incorporated

440 FOURTH AVENUE

NEW YORK CITY

*April was the greatest month
in the history of the*

BOSTON AMERICAN

Greatest in Advertising Revenue

Greatest in Circulation Revenue

This record during the fourth month of this year was a fitting climax to the gains made during the first three months. These gains in display advertising lineage were as follows:

January - gain 84,548 lines

February " 65,091 "

March - " 29,541 "

April - - " 95,859 "

Total ^{year} to date gain 275,039 lines ^{or} 30%

*Greatest Evening Homegoing Circulation
in New England*

DEPARTMENT STORES are keen judges of newspaper values. In Boston this is strikingly demonstrated by the lineage records for the first four months of 1919 of the ten big department stores using space in evening newspapers.

American	410,615
Traveler	338,840
Globe	239,181
Transcript	165,702

W. B. Spencer, secretary, New Orleans, La.

Walnut Export Sales Company, Inc., 115 Broadway, New York City.—Delaware corporation. Capital, \$1,000,000. Exports walnut and walnut products. John H. Penrod, president, Kansas City, Kan.; Roy E. Pickrell, vice-president; St. Louis, Mo.; Frank Purcell, vice-president, Kansas City, Kan.; W. W. Knight, treasurer, Indianapolis, Ind.; Geo. W. Lamb, secretary, 115 Broadway, New York City.

Export Clothes Pin Association of America, Inc., 90 Broadway, New York City.—Delaware corporation. Capital, \$30,000. Exports clothes pins. Hugh H. Steel, president, Richmond, W. Va.; Allan P. Durgin, secretary, Hudson st., New York City; Preston W. Witherpoon, treasurer and general manager, 90 West Broadway, New York City.

American Export Lumber Corporation, Stock Exchange Building, Philadelphia, Pa.—Delaware corporation. Exports lumber and forest products.

Redwood Export Corporation, 260 California st., San Francisco, Cal.—California corporation. Capital, \$6,000. Exports and imports, purchases and operates mills, builds and sells steamships. A. B. Hammond, president; J. H. Browne, vice-president; L. C. Stewart, secretary and treasurer.

U. S. Office Equipment Export Association, care Globe Wernicke Company, Cincinnati, Ohio.—Organized under articles of association. Capital, \$20,000. Exports office furniture, selling foreign trade only, except Canada. Thomas E. Coole, president, Bellevue Court Building, Philadelphia, Pa.; Bernard L. Tim, vice-president, 26 Beaver st., New York City; John B. Montgomery, vice-president, Peoples Building, Pittsburgh, Pa.; Fred S. Underhill, secretary and treasurer, Real Estate Building, Philadelphia, Pa.

American Webbing Manufacturers' Export Association.—New York corporation. Capital, \$100,000. Exports elastic and non-elastic webbing. W. B. Spencer, president, Bridgeport, Conn.; F. M. Chambers, vice-president, New Haven, Conn.; F. L. Bringham, treasurer, Montclair, N. J.; C. S. Richmond, secretary, East Hampton, Mass.

B. Herzberg, 1119 Fillmore st., San Francisco, Cal.—Partnership. Capital, \$3,000. General import and export. Bernhard Herzberg and Samuel A. Herzberg, 1119 Fillmore st., San Francisco, Cal.

British Columbia Shingles Advertised in U. S.

The advertising of British Columbia Red Cedar Shingles, which was hitherto confined to Canada, includes the United States this year.

The advertising, which is a co-operative campaign, is handled through the Shingle Agency of British Columbia, composed of shingle manufacturers throughout the province.

The advertising appropriation for the present year will be thirty to forty thousand dollars, according to Frank L. Nash, the secretary of the association.

Retail Lumbermen Advertise Jointly

The retail lumber yards of Chicago are conducting an ambitious advertising campaign to induce people of limited means to build homes. Page advertisements are running in the Chicago daily papers and some direct advertising matter also will be sent out.

The price of building material is undeniably high at present, but despite this the lumber dealers think now is the psychological moment to present the building proposition. War-time restrictions have decreased the number of new buildings in Chicago and vicinity to such a serious extent that the getting of a satisfactory place to live has become a real problem. Very few apartment buildings have been erected during the last four years. Consequently rents have gone up and satisfactory apartments are hard to get.

The lumber interests in their advertising insist that the price of lumber will not drop to any noticeable extent for quite a time. As reasons why the lumber prices are stabilized they give the curtailed product of mills during the last few years, the decreased supply of available timber and its distance from market, the decision of large lumber associations to maintain wages at the present level, and the probable increase in foreign trade.

Laundries Would Reinstate Stiff Shirts and Collars

Laundry companies are concerned over the loss of business due to the widespread wearing of the soft shirt with soft cuffs attached and soft collars, and a campaign has been launched to make the white shirt with detached cuffs and stiff collars again popular. Families are using more and more the home laundry for washing and ironing negligee shirts and as a result one large cosmopolitan laundry is losing thousands of dollars a year.

One laundry company has sent to its customers under the caption, "First Aid to Man's Good Looks," the following:

"How much handsomer you look of late. What is the reason for it?" said his wife. "You know, my dear, that for the past two weeks, thanks to having attended several functions in evening dress, I have worn only white shirts below my business clothes. It has long been borne in upon me, and I think you, too, must have known it, that men never look so well dressed as when they revert to the boiled shirt and white cuffs of their fathers. I am inclined, indeed, to buy several white shirts, yes, with detachable cuffs that can be laid aside while I thump the typewriter, and thus go back to the dress of 1890."—*Men's Wear.*

The Swinehart Tire & Rubber Company of Akron, Ohio, has placed the Dooley-Brennen Advertising Company, Chicago, in charge of its advertising.

Successful Sampling—at a Dollar a Sample

An Ingenious Coupon That Brought Thousands of Inquiries—

By Burnham McLeary

WHEN the writer was twelve or thereabouts, he and his boon-companions had a hobby very interesting to them. It was the collecting of "samples."

Many other boys in his neighborhood got great fun out of this same hobby, as did many little girls, age twelve or thereabouts. Some of the more ambitious acquired a hundred or so, all different, and they treasured their tiny packages of baking soda, roofing material and breakfast cocoa with an affection only to be compared with the rapture of owning a certain triangular postage stamp from the Cape of Good Hope—you know the one I mean. Nothing on earth would have persuaded them to try one of the samples. And when a sample by accident got into the house and actually got into use they not being apprised of the fact, it was little less than a household tragedy.

The writer suspects that the getting of samples into the hands of people who will give them a fair trial and who, if they find them satisfactory, will become regular purchasers, is still one of the most bothersome problems that certain manufacturers are called upon to solve. When, therefore, he learns of a novel and ingenious scheme for persuading the public to put down cold cash for their samples, the cash in this instance being not less than a dollar, and when he learns that a manufacturer has actually succeeded in getting several thousand such dollar-requests for samples as a result of a single advertisement in which this novel and ingenious scheme was utilized, the advertising world of a sudden takes on new interest.

The case in point is the more engaging because the article offered to the public in this way was a well-known preparation for the gums and teeth, put up in a package accommodating a six months' supply; and it won re-

turns in a field already occupied with goodness knows how many tooth powders and tooth pastes at popular prices.

The occasion for the experimental campaign that developed these results lay in the fact that the small free sample of Pyorrhocide Powder, which the Dentinol and Pyorrhocide Company has been distributing through the drug stores, frequently gave the user such quick relief from his tooth or gum trouble that he rashly concluded his sufferings to be at an end, and he ungratefully failed to send in his order for the one-dollar package. The problem was to get the prospective purchaser to give the dentifrice an adequate trial.

And so the copy-man sang a change on that ancient Phœnician phrase, "Your money back if not satisfied," and this is how he worded it—the writer quotes verbatim the coupon that did the trick:

OUR GUARANTEE

Pin a dollar bill to this coupon; print your name and address plainly and mail to us. We will forward to you a full size package of Pyorrhocide Powder with booklet on Pyorrhœa. If at any time within three months you are not fully satisfied both as to its superiority and economy for regular use as a dentifrice we will return to you the identical dollar bill you send us and you may keep the powder.

"From a single advertisement containing this coupon-guarantee," said Mr. Miller, general manager of the Dentinol and Pyorrhocide Company, "we received thousands of requests for the full-sized package. At one time our safe was literally stuffed with one-dollar bills and one-dollar checks, and in accordance with our agreement, we kept them there a full ninety days."

"Did you have any come-backs?" the writer queried.

"Only two," replied Mr. Miller: "one woman admitted she asked

Best Four Months in Its History

During the first four months of this year the Chicago American carried more advertising than during any other such four months' period since the newspaper was established.

During April, 1919, it carried about 85% more advertising than in April, 1918

First 4 Months, 1918	First 4 Months, 1919	Gain, Nearly
4147.67	6038.66	50%

CHICAGO AMERICAN

Member Audit Bureau of Circulations

Chicago Office
326 W. Madison St.

New York Office
2 Columbus Circle

for her dollar bill just out of curiosity. After she had verified the number and the secret mark, she sent it back to us and told us we could keep it. Another party, a man, entrusted to our care a worthless check. This, however, he eventually made good, so that from the standpoint of returns our experiment was one hundred per cent successful."

"Fine!" said the writer. "And so you are going to use this idea in all your copy?"

"No," replied Mr. Miller with a smile. "I do not think we shall ever use it again; it is too sensational. You see, we have spent a lifetime building a reputation with the dental profession, and our standing is something that no amount of money can buy. The profession does not countenance advertising of this character, and we cannot afford to be a party to it, even by inference. We shall, therefore, confine ourselves as in the past, to conservative advertis-

ing, and we shall offer in our copy merely the small free sample, together with our educational booklet on the causes, effects, treatment and prevention of pyorrhea."

Wherefore, with all due allowance to the pulling power of the very effective copy to which the coupon was attached, it looks to the writer as if a rather unusual little advertising hook must henceforward seek shelter in other coupons! He likes Mr. Miller a lot, and he appreciates his feeling about dentists—he, himself, has suffered at their hands and has found it wise not to cross them. Nevertheless, he cannot escape the thought now and then that perhaps the Dentinol and Pyorrhocide Company is leaning backward a trifle in its strict adherence to professional ethics.

Quite possibly, however, this thought may have come to him through over-fond contemplation of that safe stuffed with one-dollar bills!



Why buy "out of town"?

WE do not expect you to buy fine engraved or lithographed stationery from us if you can buy as satisfactorily in your home city. If you can get what you want where you are, do it; if you like what we do, get it of us.

That is our reason for advertising in *Printers' Ink*—to reach people who want a quality of work that they think they cannot get at home; people who have been getting such work done in New York, Boston, Philadelphia, Chicago; fine work—not to be gaged by its price; made to fit high ideals and to meet advanced requirements.

We do such work; no one can do it better; some say we do it better than anyone else. We shall be glad to send specimens of our work on request.

The Edwards Company

Lithographers, Printers, Steel and Copper Plate Engravers

Youngstown, Ohio

Members of Typothetae Since 1912

The Churchman Represents an Impressive Investment in both Church and Personal Property

Have you ever noticed the air of well-being, of prosperity that pervades Episcopal churches?

It is a fact that the edifices of the Episcopal church reflect the sound business principles of their members. When first constructed, the buildings are made as attractive as possible; and their later maintenance shows a keen business sense on the part of the rectors and their vestrymen, the well-to-do persons in each parish.

These are the people that are reached and influenced by The Churchman. For 114 years, The Churchman has been their guide not only in the buying of church perquisites, but in the procurement of all things needed for personal uses.

THE CHVRCHMAN

Churchman Co., Publishers

381 FOURTH AVENUE, NEW YORK

For the Facts*

***Literally
thousands of them**

**Sixth
Annual
Edition**

**Most
successful
book of its
kind ever
published**

**Complete data
and rate book—not
a mere directory**

1919
LYDIATT'S BOOK
What's What
in Canadian
Advertising

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About Canada

Advertisers and Agencies the world over rely on "LYDIATT'S BOOK" for Canadian market data and advertising information.

Records and classifies for convenient reference more than 40,000 facts and figures about the Canadian market and its advertising mediums. Tells where people are, nationalities, occupations, earnings, etc.; farm and factory production; statistical and natural description every city and province, and number autos and retail stores in each; building, bank, trade, import and export and other figures indicating business activities—trade mark, postal, customs, express and other information—all remarkably complete, accurate, up-to-date.

Also advertising rates, column and page sizes, closing dates, etc., and most complete circulation data ever published, of all newspapers, magazines, farm, trade and class publications of importance; street car and poster data and costs; printing and engraving data and costs; lists of printers, engravers, advertising agents and advertisers. Altogether a book which should be in every advertising man's library. Indispensable, if you would *know* Canada.

It has been said that what you don't know about Canada would fill a book. *Here's the book.* Sixth year of annual publication. Everywhere recognized as the authoritative source of information. 350 pages, pocket-size, leather-bound, gold-stamped. Sent postpaid on receipt of \$3—with a year's subscription to **MARKETING**, \$5.00.

Can there be any question of its value

"Indispensable in our work."
—Procter & Collier.

"Have long needed something of this nature."—Frank Presbrey Co.

"An enormous amount of essential information in small

compass—used more frequently than any other reference book."—C. E. ELVINS, *Imperial Ltd.*, Toronto.

"A veritable mine of information."—Mitchell's Adv. Agency, London, Eng.

"Of great value in connection with our Canadian advertising."—Veno Drug Co., Manchester, Eng.

"Would be hard to find a more meritorious work of reference."—*The Globe*, Toronto.

Marketing

and Business Management

Canada's Journal for Advertisers

Every reader of *Printers' Ink* should be a reader of **MARKETING**—Canada's "Printers' Ink baby." It is a digest and mirror of current advertising and commercial activities—rapidly becoming a real rival of *Printers' Ink* in interest to those who study marketing methods. Stories of Canadian campaigns, reviews and reproductions of Canadian advertising, instructive discussions of Canadian sales and advertising problems. Canada and Canadians will prove worth watching—particularly business activities during the next few years. **MARKETING** will keep you in touch. It is Canada's only independent journal devoted to sales and advertising interests. Published monthly. \$2.00 a year, to addresses in Canada, the United States and the British Empire. Elsewhere \$3.00. Subscribe now—and ask for your money back if not more than satisfied. (With a copy of 1919 **LYDIATT'S BOOK**, postpaid, \$5.00.) Obtainable only from

W. A. LYDIATT, Publisher, 53 Yonge St., TORONTO, Canada

Your Best Salesman

In almost every important community there is a leader of men. His opinion carries the greatest weight. His influence is felt throughout his community.

The shoemaker who makes his shoes, the tailor who makes his clothes, the automobile he purchases—all gain prestige because of his selection.

He is your best salesman.

It is men of this class who read *The Magazine of Wall Street*.

This is the reason why advertising in *The Magazine of Wall Street* is so wonderfully productive. It influences these men in their buying and they in turn influence all within their circle of social and business acquaintances.

It is a great buy for advertisers who have products to sell these kind of men and their families and friends.

Let us tell the whole story of our Magazine, its circulation, and the results it brings to advertisers. Your request will bring details by return mail.

ADVERTISING DEPARTMENT

THE MAGAZINE OF WALL STREET

42 Broadway, New York

New Telephone Number—Broad 5793

The Magazine of Wall Street has the largest proven paid circulation of any financial publication in the world.

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Bankers Urged to Advertise Foreign Securities in This Country

The Way to Get Export Trade Is to Finance the Buyer

By Herbert S. Houston

IF this potential market [the market for selling foreign securities] with its proven capacity for absorbing vast quantities of securities, is to become an actual market, it must be informed, enlightened, educated. There must be undertaken at once a powerful campaign of education.

This must be undertaken by the bankers of the country and by the manufacturing and shipping companies interested in foreign trade, on a clear-cut commercial basis. The Investment Bankers' Association of America have already made a promising beginning by appointing an extremely able committee on foreign securities, under the chairmanship of Thomas W. Lamont, of J. P. Morgan & Co. The Council on Foreign Relations has appointed a committee to work in close co-operation with Mr. Lamont's committee. It seems to me that if the American Bankers' Association, the Foreign Trade Council, The American Association of Export Manufacturers and the Chamber of Commerce of the United States appoint similar committees immediately and have them all function through Mr. Lamont's committee as a co-ordinating agency, the machinery would be created for organizing and carrying forward this campaign of education. The raising of necessary funds could be allocated on the basis of interest, and would be secured with little difficulty. This sound procedure has been followed again and again in a number of co-operative campaigns.

As a matter of fact, no less than nine associations of manufacturers of various kinds of lumber in this country are at

this time carrying on co-operative campaigns in educating builders and owners in the use of their particular brands of lumber. Going further into the building trades, there are very interesting campaigns being carried on by the manufacturers of cement, the makers of metal lath, and by the associations of quarrymen of Indiana limestone and of Barre granite. Then, one of the most interesting of all these campaigns is the one which has just been started in this country by the Irish Linen Society of Belfast to educate the American market in buying pure Irish linen. And going from building trades and linen to our foods, we find the associations of packers and distributors of both coffee and tea are now out in campaigns in behalf of their favorite beverages. Even as modest a business as that of our florists is being advanced by the paid advertising campaign of the Society of American Florists.

Such campaigns as these have been uniformly successful and they have been inexpensive in proportion to the results secured. As a rule, some small tax has been levied by each of these trade associations on its members in proportion to that member's production. The total amount thus raised has been adequate for a broad campaign toward making a market for the product which the members of the association produced. Of course, the problem in the case of making a market for foreign securities is more complex, because more unrelated people are interested than is true of a trade association. But the problem can be met and solved, I am confident, through the co-ordinating committee of the Investment Bankers' Association, supported by the co-operating com-

Portion of address before Convention of the Chamber of Commerce of the United States in St. Louis.

mittee to which I have referred.

After all, the problem is one that can be stated with almost mathematical accuracy. The amount of our foreign trade in every line can be easily ascertained through the Bureau of Foreign and Domestic Commerce. Every dollar of this trade, if it is to continue and increase, must depend ultimately on this market for foreign securities. So it is fair to believe that our export manufacturers will be quick to see that they have a vital concern in educating American investors to buy these securities; and manifestly the bankers of the country, who will make a profit in selling these securities, will be just as quick to see their concern in the matter. One-tenth of one per cent considered as a selling expense and levied by the manufacturers on an export trade of a billion dollars would produce one million dollars annually, which would support an educational campaign of far-reaching power and influence. It would be very difficult to carry out a plan to make a similar levy on the export of food in its various forms, but even this might not be impossible, for when the time comes that the control and export of food shall return to private hands, the large exporters might easily be grouped as manufacturers and be quite willing to support a campaign on which their own prosperity would depend. Then, with the bankers—if two billion dollars' worth of foreign securities were sold each year in this country, a small fraction of a per cent could be levied that would yield another million dollars; and the bankers could consider this merely as part of their selling expense. This would give a fund of two million dollars, but even if one-half or one-quarter of this sum were made available, a campaign could be undertaken and pushed through to success.

In this address, of course, it is not possible to outline in detail, the exact lines this campaign should follow. But it would include, of course, the basic things to which reference has been made.

Publicity work, based on the intrinsic interest and value of the news of this great movement; publication work, aimed primarily to reach the investment and commercial bankers of the country; and advertising work directed to the education of the general public.

What a moving and convincing story this interrelated campaign of news, of publications, and of advertising would spread before the country. It would be a fitting climax to the chapters that have appeared during the five national loans, a final chapter on the necessity of building up and maintaining the commerce of the world as the surest basis of permanent peace. In this concluding chapter the mind of the country could be quickened with the truth that Labor and Capital have a common stake in making a market for foreign securities for on that market their own prosperity must largely depend. Investment in these securities, it could be fairly urged, would yield three direct returns: interest to the investor, wages to labor and dividends to capital; and beyond these direct returns the common benefit of a national prosperity in which all would share.

And who could be more effective salesmen in disposing of these bonds than the keen, alert soldiers who have just returned from the firing line? They could follow up, as vital parts of this campaign of education, the broad appeals made in print, re-enforcing those appeals by vigorous personal presentation. These soldiers, like the scholars who bore the new learning from Italy over all of Europe, are coming back, bearing into every part of the country the touch and feeling of the great foreign war, of which they have been a part. Among them are thousands of high school and college men—the best kind of material for bond salesmen. Let these men be trained quickly to this essential service, for surely nothing could be more fitting—nor more effective than to recruit this new army of peace from the army of war.



You Cannot Cover *NEW ENGLAND*—without

The Providence Journal

DAILY AND SUNDAY

The Evening Bulletin

Providence, R. I., is the distributing center for 750,000 intelligent buyers. The **PROVIDENCE JOURNAL** and **EVENING BULLETIN** blanket this densely populated area and exert a sales influence quite beyond the reach of any outside publication.

19½c a line weekdays and 10c a line Sundays carries your message in good company to a receptive audience with money to buy meritorious goods.

THE PROVIDENCE JOURNAL COMPANY

CHAS. H. EDDY CO.
Representatives

New York

Boston

Chicago

Why Do Advertisers Choose The Evening World in New York?

Because The Evening World offers a circulation and an influence comparable to no other New York evening newspaper.

Because a big circulation, effectively reaching the buying element of New York's huge cosmopolitan population, enables The Evening World to produce definite, concrete results for the advertiser in such quantity as to make it preferred in the evening field.

Look at the figures!

During January, February and March, 1919, The Evening World gained nearly *a third of a million lines* (325,724) over the same period last year.

In April, however, The Evening World gained nearly the equivalent of the previous three month's gain, in *one month*—namely, 308,263 lines.

Making a gain for the four months of 1919 over the first third of 1918 of nearly *two-thirds of a million lines* (633,987.)

Only one thing can be responsible for such a showing—the continued patronage of old customers plus the constantly increasing number of new ones who have learned that

The Evening World Pays Advertisers.

For vital facts about the New York market, consult The "World's" Merchandising Department.

Making the Way the Thing Is Sold the Text of the Advertising

These Flashlight Companies Build Sales by Helping Untrained Salesmen
to Handle a Technical Problem

By C. L. Edholm

THE man who produces goods of a somewhat technical character has to meet the objection of retailers who are not perfectly familiar with the specialized, and to them, mysterious details that enter into its demonstration and sale. This is a stumbling block for many advertisers. The dealer is usually reluctant to try anything which seems a little "out of his line." Sometimes the retailer can be induced to make the experiment. But if there are a series of annoying mistakes that result in dissatisfaction to the customer and a loss of time, the result may be that the first order will not be followed by a second.

If a manufacturer can, therefore, he will want to take pains to reinforce his sales by the greatest possible service in demonstration and display of such goods, and will do everything he can think of to prevent loss or annoyance to both the retailer and the buying public.

A case in point is the pocket flashlight, which is a commodity carried by many stores whose proprietors have not even an elementary knowledge of electricity. In demonstrating these goods, it is possible for mistakes to occur, owing to the inexperience of a clerk or the lack of knowledge of the proprietor himself on this technical subject.

For example, it may not be generally known that batteries begin to deteriorate almost from the moment they are made, and therefore it is essential to sell them in the order in which they are received. A clerk who did not know this important fact might very easily leave the old stock on the shelves and sell the new, so that by the time a battery from the first lot reached the consumer, it

might be weakened and fail to give perfect satisfaction.

Naturally, the customer would come back with a complaint. The proprietor would adjust the matter, but even, though he received a refund from the manufacturer, he would still feel that he had wasted his time over a petty transaction, and that the customer would hold the disagreeable incident in mind.

In consequence the retailer might be tempted to throw out the whole line, or simply let the matter drop and fail to send in further orders as his stock was sold off.

Two manufacturers of flashlights, realizing this difficulty, have overcome it by an attractive device for demonstrating and exhibiting their batteries and lights, which includes a fool-proof testing block, so that no mistakes can be made even by the most inexperienced salesman.

This handy cabinet is being pushed as a business builder in the East by the Niagara Searchlight Co., of New York, and in the West and South by the French Battery & Carbon Co., Madison, Wis. It was designed especially for their goods, Niagara Searchlights and French Ray-O-Lite flashers.

So effective is this "sales winner" that it is being featured in the advertising run by these firms in a co-operative national campaign.

The trade is reached by advertisements in the class journals, especially those dealing with electrical goods, hardware, drugs and auto accessories, and this appeal is supplemented by a traveling sales force; by correspondence and follow-up letters and by proofs of the copy used in the standard magazines.

Full-page copy in the popular magazines, weekly papers, farm journals and in other publications is designed to reach the general public, and incidentally the dealers. Newspaper advertising is carried by retailers in their own towns and electros are supplied for this purpose. Window cards and cut-outs are liberally used as well.

This is one of those infrequent cases where a commodity is advertised effectively by laying all the emphasis upon the manner in which it is sold. The copy ex-

ments, arranged to hold the five different sizes that are most in demand. In selecting a battery the salesman pulls a little handle at the lower part of the case and releases the one at the bottom of the pile. As that is removed the others drop down one place.

Now, this simple arrangement is the nub of the service rendered the retailer. A large part of the trouble developed in carrying batteries on the shelves is that they are not always sold in the order in which they are received.

"Shelf-weakening" is the term used for this deterioration, and you will find that each battery has a guarantee date limit stamped on it, just as on a Kodak film, and the stock should be moved within that period. So by the ingenious method of filling the compartment from above and withdrawing from the bottom of the pile, there is no chance of the old stock being overlooked, while the latest lot is sold ahead of time. In other words, this selling cabinet automatically rotates the stock.

A second advantage to the retailer is that the compartments containing batteries, flashlights and lamps are in plain view behind the glass door. Everything is protected from dust and the handling and rehanging, that so quickly gives a shop-

worn appearance to merchandise, is avoided. The dealer can tell at a glance when his stock in any particular size is running low. All these features are made the subject of advertising copy.

The star point of the little service station is the testing block. Near the bottom of the case is a row of tiny bulbs of different sizes. Below each lamp is a corresponding pigeon hole of just the right size and shape to take the battery

Sensational Success Grets this Flashlight display

TODAY, as thousands of stores, halls are buying flashlights and batteries the one way? They demand batteries that have been protected by this cabinet. Self contained, two powered batteries are now a thing of the past. From this cabinet you get fresh, full powered batteries, generally considered to be the best of the kind, and some are used under comparable conditions.

This cabinet is used for two famous flashlights exclusively. If you are in the East or West you will get the famous Flashlight Ray O-Lite Flashlight. From Ray O-Lite Flashlight and Niagara Flashlight you can see their great advantages. Due to two main reasons batteries, they are durable, long lasting, portable, always light. Batteries come in 100, 150, 200, 250, 300, 350, 400, 450, 500, 550, 600, 650, 700, 750, 800, 850, 900, 950, 1000, 1050, 1100, 1150, 1200, 1250, 1300, 1350, 1400, 1450, 1500, 1550, 1600, 1650, 1700, 1750, 1800, 1850, 1900, 1950, 2000, 2050, 2100, 2150, 2200, 2250, 2300, 2350, 2400, 2450, 2500, 2550, 2600, 2650, 2700, 2750, 2800, 2850, 2900, 2950, 3000, 3050, 3100, 3150, 3200, 3250, 3300, 3350, 3400, 3450, 3500, 3550, 3600, 3650, 3700, 3750, 3800, 3850, 3900, 3950, 4000, 4050, 4100, 4150, 4200, 4250, 4300, 4350, 4400, 4450, 4500, 4550, 4600, 4650, 4700, 4750, 4800, 4850, 4900, 4950, 5000, 5050, 5100, 5150, 5200, 5250, 5300, 5350, 5400, 5450, 5500, 5550, 5600, 5650, 5700, 5750, 5800, 5850, 5900, 5950, 6000, 6050, 6100, 6150, 6200, 6250, 6300, 6350, 6400, 6450, 6500, 6550, 6600, 6650, 6700, 6750, 6800, 6850, 6900, 6950, 7000, 7050, 7100, 7150, 7200, 7250, 7300, 7350, 7400, 7450, 7500, 7550, 7600, 7650, 7700, 7750, 7800, 7850, 7900, 7950, 8000, 8050, 8100, 8150, 8200, 8250, 8300, 8350, 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One of the most successful
pieces of printed matter
ever produced by

The DeVinne Press

was one of the least costly per
thousand copies.

It was just large enough to command attention
and just fine enough to compel respect.

It was so designed and typed that the one big
idea of the excellent copy "stuck out like a sore thumb,"
and its message "got across."

The client for whom it was produced was willing
to pay a much larger price for something more elaborate,
but we saved him enough to pay for the next job, with-
out in any way reducing sales effectiveness.

As in oratory the epigram makes the lasting
impression, so with the printed appeal. Effectiveness is
not infrequently in inverse ratio to the cost, provided
always that economy is skilfully achieved.

The DeVinne Press has held some of its clients over
40 years. Additional clients
are sought. A representative
will be sent anywhere at any
time by appointment to
consult with prospective
users of printing regarding
service, costs and economies.

Correspondence is also invited.

Complete facilities for printing
for all purposes.



The DeVinne Press

JAMES W. BOTHWELL
Pres. and Gen. Mgr.

393-399 Lafayette Street
New York

BOOKS GOOD ENOUGH TO SELL

The book you give away should be good enough to sell. An advertising booklet should have the elements of a "best seller," combined with the stability that makes a classic. It is my purpose to prepare advertising literature substantial enough to gain a thorough reading and afterward admission to the bookshelf.

Advertising & Selling recently said:

"James Wallen is one of the best advertising men in the Middle West. He lives and works in his own individual way; and it is because his work is individual that it is unique, and because it is unique it is valuable to his customers. He has just turned out a book of 50 interesting pages for a hardware concern in Buffalo (Weed & Company), to note its hundredth birthday as hardware merchants. The book is called "From Ox-Cart to Aeroplane," and it is worth reading, even if you do not know the concern or do not care very much about the hardware business."



JAMES WALLEN

Advertising

STUDY: 150 Walnut Street

EAST AURORA · N · Y

designed for that lamp and no other. No matter how green the clerk may be or how inexperienced the retailer, he cannot make the mistake of inserting a battery in the wrong compartment and testing it on the wrong lamp. The five sizes of battery are designed for five sizes of bulb. If you test a small battery on a large bulb, your battery is very quickly weakened. On the other hand, if you test a powerful battery on a very small bulb, the latter is promptly burned out. This explains the reason for the five little lamps and the five pigeon holes which will take only one battery size, so that, even in the dark, the clerk can not go wrong.

The principle of automatically rotating the stock is one that will appeal to the seller of every line of merchandise which may be impaired by age. Probably very few advertisers could solve the problem in the same way, but the methods that these manufacturers are following to get around the difficulty should be at least suggestive.

Though the sales cabinet has been in use for only a month or so, the results have been most encouraging to the advertisers. Orders are coming in so fast that a Western furniture factory is producing them in carload lots. Yet it is not the intention to make a profit on the cabinets themselves: the manufacturers are placing them with the retailers at cost in order to popularize the handling of flashlights among the dealers who would not give the stock shelf room otherwise.

A representative of the Niagara searchlight in explaining to PRINTERS' INK why the campaign is being given this slant, said:

"Many dealers in general goods have, in the past, taken a flyer in the flashlight business and then thrown it up in disgust. They were annoyed by people coming back with complaints, and they considered it a waste of time to adjust petty grievances. They thought there was not enough money in the line to make it worth the trouble.

Innumerable letters like the following might well be addressed to

All Agricultural Advertisers.

Editor American Farming:

"This morning I received the 3 copies of 'American Farming' for the months of this year.

"There is no other paper in this country that keeps one so well informed on the County Agricultural Agent work.

"In my work as County Agr. Agent in Indiana, I always looked forward to the coming of this paper for ideas and suggestions to help advance the work there, and shall do likewise here.

"CHAS. J. JONES,
"County Agr. Agent,
"Ohio."

American Farming, since 1916, has been publishing the results achieved and the methods employed in County Agent and Home Demonstration work, from all states of the Union.

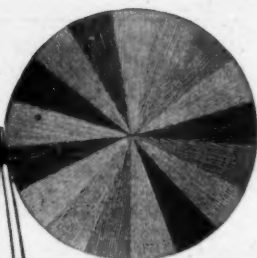
"The Farm Paper With a Mission"

American Farming

DUANE W. GAYLORD, *Publisher*
GEO. H. MEYERS, *Adv. Mgr.*

Chicago

Paul W. Minnick, *Eastern Rep.*
303 Fifth Ave., New York



**DIXON'S
ELDORADO**
"the master drawing pencil"

Whatever your profession or business—artist, clerk, executive, salesman, writer—the **ELDORADO** will *ease* and *quicken* your work. Long wearing, delightfully smooth leads, strong, responsive and even in tone.

17 LEADS
one for every need or preference - -

6B (softest) to 9H
(hardest)

HB (medium) for
general use.

Write us on your letter-head for our grade chart and free samples of your favorite leads. Please mention your dealer's name.

JOSEPH DIXON CRUCIBLE CO.

Established 1827

Dept. 150-J, Jersey City, N. J.

Canadian distributors

A. R. MacDougall & Co., Ltd.
Toronto, Ont.

There is a Dixon quality Pencil,
Crayon, and Eraser for
every purpose

DIXON'S "ELDORADO" - the master drawing pencil - HB

"By advertising this selling device we have brought many people like this back into the game, especially the small dealer, who handles flashlights only as an unimportant side-line. The hardest customer to convince is the man who has taken a chance with some commodity and got tired of it. This special cabinet for flashlights seemed to appeal to these fellows, as it offered to take all the difficulties of the usual technical side-line off their hands.

"This sales cabinet advertising is bringing us customers from merchants who never considered handling flashlights before. It is also bringing back into the business many dealers who had thrown up their hands and quit."

Lees to Advertise Electric Suction Sweeper

The Lees Company, advertising agency of Cleveland, has secured the advertising account of The Apex Electrical Distributing Company, of the same city. This company is distributing an electric suction sweeper made by The Apex Electrical Manufacturing Company. National and trade papers are to be used, together with direct work.

D. S. Momand Manager of Chemical Company

Don Stuart Momand has resigned as vice-president of The American Association of Foreign Language Newspapers, Inc., New York, and is now manager, of The International Consolidated Chemical Company, also of New York.

Mr. Momand will continue on the board of directors of the Foreign Language Newspapers.

New Jersey Papers Appoint Representatives

Payne, Burns & Smith, Inc., New York, have been appointed eastern representatives of the New Brunswick, New Jersey, *Home News* and *Sunday Times*. The G. Logan Payne Company, of Chicago and Detroit, will represent the papers in the West.

H. H. Lotz Joins Hilo Varnish

H. H. Lotz, for many years with the Lowe Brothers Company, Dayton, O., has become associated with the sales staff of the Hilo Varnish Corporation. Mr. Lotz will make his headquarters at Dayton and will look after both the manufacturing and the jobbing trade in Southern Ohio.

New Publications

*—giving specific information on
important foreign trade subjects*

WITH the foreign trade of the United States now breaking all records, there is a greater demand than ever for specific information by those who wish to enter foreign markets or to extend their present business with other countries. To help meet this need we have published the following booklets:

Shipping's Share in Foreign Trade

Gives the fundamentals of ocean transportation; details of how shipments are handled; explains methods of procedure, shipping documents, factors governing rates, insurance, etc.

***How Business with Foreign Countries
is Financed***

Describes, by means of reproductions of actual forms and documents, the banking procedure and methods used in financing exports and imports.

Trading with China

Describes commercial customs in China, and methods found successful in dealing with the Chinese.

Canada

Discusses the economic position and plans for commercial and industrial development of Canada.

Banking Service for Foreign Trade

Outlines the various world-wide services offered by this Company and its connections in the financing of business with other countries.

These booklets are available on request. Manufacturers and merchants desiring data relating more specifically to the export possibilities of particular products, are invited to call on our FOREIGN TRADE BUREAU for detailed information.

Guarantee Trust Company of New York

New York London Liverpool Paris Brussels

Capital and Surplus \$50,000,000

Resources over \$700,000,000



Princess
for CATALOGS

Princess Cover Paper

BEAUTIFUL A DEXTER
PRESERVES PRODUCT

The Arrows of Trade

—point toward expansion — new
booklets and catalogs in abundance!

With Princess Covers the designer
can produce an exact expression of his
ideas. There are colors to express
daintiness, gorgeous beauty or quiet
dignity.



PRINCESS COVERS have excep-
tional background qualities which en-
hance the beauty of color effects,
lettering and other decoration.

Full sized sheets of Princess Cover Stock
will be supplied to printers or advertising
departments for dummy purposes. Write
us today.

Peace prices now in effect.

C. H. DEXTER & SONS, Inc.
WINDSOR LOCKS, CONNECTICUT

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Still Room For the Skilled Middleman

If the present industrial or social system has become more efficient, it is simply because of the increased division of labor, the specialization of function and the consequent increase in skill and efficiency. Modern civilization is a product of increased division of labor and specialization of function.

The jack-of-all-trades in frontier times was a valuable man, but he finds no place in the twentieth century. Each individual in the modern industrial system must be skilful. He must specialize in his work, for this leads to skill and low cost. The middleman is the specialized distributor of commodities between the producer and consumer, and while there may be in some instances too many of them, and while there may be too many inefficient ones, yet this function is a product of normal and natural industrial development. He is, therefore, a necessary link in the chain which reaches from grower or producer to consumer.—Dr. W. F. Gephart, dean of the School of Commerce, Washington University, addressing the St. Louis meeting of the Chamber of Commerce of the United States.

P. I. Succumbs to Hot Competition

DAVIS CAN-SERVER CORPORATION
NEW YORK, May 1, 1919.

Editor of PRINTERS' INK:

The writer appreciates your very kind letter dated April 30. It had me going for a few minutes, but when I look at the fact that I just paid \$16 for light reading matter such as O. Henry and Jack London, I decided to forego at least temporarily a subscription to **PRINTER'S INK**.

While it will be very beneficial from the standpoint of accumulating knowledge I do not believe it will be as entertaining, so, as stated, I will pass it up at least temporarily!

THOS. DAVIS,
Manager.

W. B. Littell With Roy Barnhill, Inc.

W. B. Littell, for a number of years connected with the Doubleday Page publications, and later of *Field, Illustrated*, has become associated with Roy Barnhill, Inc., New York.

Mr. Littell has been recently discharged from the Air Service.

J. F. Cleary Made Head of Field Organization

J. F. Cleary has been promoted from superintendent of the Prairie States Division of the McGraw-Hill subscription field force to the management of the field organization in the United States. He will make his headquarters in New York.

VENUS PENCILS

Matchless, firm, smooth, silky leads; thoroughly seasoned and perfectly grained wood; exactness of grading, always, in every individual pencil—make the far-famed **VENUS Pencils Perfection** for any imaginable Pencil Purpose.

17 black degrees and 3 sizing

For bold heavy lines
6B-5B-4B-3B

For general writing and sketching
2B-B-HB-F-H

For clean fine lines
3H-3H-4H-5H-6H

For delicate thin lines, maps
7H-8H-9H

Special
14c. offer

Send 14 cents for 1 trial sample, mentioning degrees. After you find how perfect **VENUS** Pencils are, buy them at any dealer.

*The largest selling
Quality Pencil
in the World*

American Lead Pencil Co.

295 Fifth Ave., New York

and Clapton, London, Eng.



Graffco
TRADE MARK REG. U. S. PAT. OFF.
Vise Signals


They Keep Your Records Straight

Graffco Vise Signals attach securely to file-cards and show at a glance information needed about credits, follow-ups, shipments, receipts, time limits, etc. Their 12 bright, permanent colors make classification simple and well-nigh error proof.

Over 50 departments of the U. S. Government and hundreds of national organizations and business houses use them. So do smaller firms.

Send for free samples.

Graffco
TRADE MARK REG. U. S. PAT. OFF.

**INDEX
TABS**
FOR

Ledgers, Loose-Leaf and Bound Books

Attach a set of these tabs to the pages of your books and see how easily you can turn at once to any desired data. They indicate what you want plainly and save fumbling and annoyance.

Graffco Index Tabs are celluloid-faced, can be washed again and again; are neat, attractive, and durable aids. Each tab projects half an inch from the page and is read instantly. No slipping or falling off—they hold too tight for that, yet are removed with ease.

Write today for particulars about Graffco Tabs and other time-saving office devices.

George B. Graff Company

294 Washington Street, Boston, Mass.

Mfrs. of Time-saving Office Devices

Getting Orders from South America by Mail

For the merchant or manufacturer who does not wish to incur the expense of sending out traveling representatives the mails offer a comparatively inexpensive and frequently effective medium for developing South American trade. Advertisements in our export publications bring good results; and, if desired, this form of advertising may be supplemented by circularizing lists of prospects which may be obtained from Daily Commerce Reports, Foreign Trade Directories, Business Associations, Banks with South American branches, United States Consuls, and the companies which furnish lists of various kinds. Advertising matter for use in a direct-by-mail campaign of this kind should be prepared with the greatest care. Catalogues and circulars should be well illustrated, printed in idiomatic Spanish, or in Portuguese if for distribution in Brazil, and when prices are quoted they should be in the money of the country in which the literature is distributed. All inquiries should receive prompt and careful attention, and replies should be in the language of the correspondent.—P. S. Steenstrup, general manager General Motors Export Co., addressing the National Foreign Trade Convention at Chicago.

Will Those Who Have, Raise Their Hands?

THE MARTIN V. KELLEY COMPANY
 TOLEDO, OHIO, April 30, 1919.

Editor of PRINTERS' INK:

In your last week's issue, we note that you reproduce a letter, which you received from the Curtiss Aeroplane & Motor Corporation, asking for books on advertising which have been published by advertising agencies.

I sent Mr. Fauroute one of Mr. Kelley's books on "Theme Advertising."

It has brought this question to my mind, however:

I am wondering how many agencies have written books on advertising?

Can you advise me?

B. A. STUMP,
 Treasurer.

Pelton Publishing Company Opens Boston Office

The Pelton Publishing Company, Cleveland, has opened a Boston office. Paul R. Fisher has been appointed New England representative of *The Iron Trade Review* and *The Foundry*. Mr. Fisher formerly made his headquarters in New York.

New Business Paper in Chicago

The International Trade Press, Inc., of Chicago, issued on May 1, the first number, of the *Highway Engineer and Contractor*. This publication is a monthly.

Two Good Investments

The first, to insure the Nation's prosperity—the **VICTORY LIBERTY LOAN**. Buy Bonds, all you can, and buy again.

The second, to insure an increasing sales record—**NELKE METAL SIGNS**. Buy them, all you can, and let them make sales for you.



On Wednesday, April 9 at 3 P.M., The Victory Loan Committee ordered red and white, metal signs, 20x28 inches, as illustrated above. They were lithographed, cut to shape and delivered complete on Monday, April 14, for display on Fifth Avenue and Victory Way, New York.

When the need is urgent, Nelke service is equal to it.

*Lithographed and Paint - Printed Metal Signs,
Framed, Embossed Steel and Enameled Iron Signs.*

Talk over your sign problems
with our service staff.

L. D. Nelke-Signs-New York, Inc.

Established 1861

25 East 26 Street

New York, N. Y.



Good Pictures

Meyercord Decalcomania Transfer Window Signs picture your trade-mark, design or slogan true to life.

They place the name of your product before the public eye in the most unusual, attractive and conspicuous manner.

Unlike ordinary printed or lithographed signs and cards, there is no waste in Meyercord Signs, either in expense, paper or circulation.

Once applied to the window of the dealer you know that the beautiful oil-paint colors are there to stay.

You know that the dealer is pleased with it because it is artistic, out of the way and helps to move the goods.

You know that you are getting the full benefit of its advertising value, day and night, and that people see it coming and going, inside and outside.

THE MEYERCORD COMPANY

CHAMBER OF COMMERCE BUILDING - - - CHICAGO

MEYERCORD
GENUINE DECALCOMANIA
WINDOW SIGNS

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How Industrial Democracy Works

Factory Dividends Improve Quality of Product

By Roy Dickinson

"I'M through; I don't like the job." Or "This is the best place I ever struck."

Between these two expressions of opinion, multiplied by the number of men in the plant, lies the difference between good morale, high production and real profits, or dissatisfaction, strikes, and a high labor turnover. The man who makes the first statement, in the aggregate, costs the United States at least \$2,500,000 annually at the lowest estimate, without taking into consideration a loss due to strikes. His mental attitude multiplied causes industrial unrest.

While wages and hours are the things that occur to the ordinary man in speaking of the labor problem, it has been shown in many instances that the labor problem is nothing more than a problem of human nature, and that representation in industry means increased morale and better production.

When men are given a share in managing the plant they have a pride in their products like the guilds of old. Quality and production problems often solve themselves when the men work *with* the company instead of simply *for* it.

Out in Richmond Hills, Staten Island William Demuth & Co. make pipes and smokers' articles. They employ 900 men and women, of whom nearly all are foreign born. About 20 per cent speak little or no English. Pipe-making doesn't particularly appeal to Americans. It requires painstaking care, a lot of hand work and monotonous repetition. Under war conditions the Demuth company had a real problem, because pipe-makers are hired green. When trained, many men left almost immediately for higher wages.

As the slightest slip in pipe-making turns a piece of root which should have been a fine

pipe into a second or a third, and as men left on the slightest provocation, the problem of the company was somewhat acute. John Leitch, industrial expert of Philadelphia, was appealed to and installed a plan which is one of the most interesting developments in the industrial field of to-day.

A FACTORY SYSTEM OF GOVERNMENT

His first problem was to get the workmen interested in their work—to make their work in the company dovetail, and to introduce a spirit of co-operation which would reflect a happier day for the men and a better product for the company. Recognizing that in every human being there is a certain spirit which responds to justice and co-operation, he organized as the Constitution a government based along the same lines as that of the United States with a Cabinet, a House of Representatives and a Senate. His first appeal was, of course, to show the men that his plan would mean more money to them. Calling all the workers together in the largest department of the factory, he explained his plan: that there should not only be self-government in the plant, but that of all the savings made in the cost of production, half would go to the company and the other half to them.

Meetings were held once a week for a period of five weeks, in order to bring out the principles. It was explained that all members of this firm from the president down to the newest learner were to be bound by the new system of government. The Cabinet was to consist of the executive officers of the company, with L. Demuth, president of the company, as president of the Cabinet. The legislative bodies were to be a Senate made up of all the department heads and foremen, and a House of Representatives elected by the

employees. The elections in the House were to be by departments—one representative for each twenty or thirty employees. The Cabinet mentioned is not elective, the personnel existing by virtue of position in the organization. It is primarily an executive body. While it has the power to veto, this power has never been used, there being no occasion for it. It also has the power to initiate legislation by making suggestions and submitting them to the Senate or House of Representatives. These, of course, may or may not be accepted. The Cabinet deals with the larger problems of management which naturally come before a meeting of executives. Any desired change, affecting employees in any manner, is not framed as an order, but put in the form of a suggestion—stating the reasons for it very frankly and clearly—and is then sent to the Senate or House. No matter what its fate may be, it is sure of a full and complete discussion from every angle, and if the measure is rejected the executives rest assured that they have been prevented from issuing an erroneous order and saved from the bad results of it.

The Senate also is not an elective body, being made up of about thirty foremen and heads of departments, who are in positions of authority. It elects the president, vice-president, secretary, sergeant-at-arms and standing committees. Its power and practices are the same as those of the House of Representatives. The House is the popular body of government, being elected by secret ballot of the whole body of workmen. These representatives act as interpreters in their department, receive all complaints and suggestions from their fellow workers, and in turn tell them of the doings of the legislative bodies. To be eligible for membership in the House, the candidate must have three qualifications:

(1) He must have been in the employ of the company for one year or more.

(2) He must understand and speak English.

(3) He must have a reputation among his fellow workers of being on the square.

Meetings of the three government bodies are held regularly each week, the Senate being convened at 2 o'clock and the House at 3.30. The meeting place is a room on the upper floor of the office building, far enough removed from the factory to avoid noise and confusion. The Cabinet meets at 10 o'clock in the morning of the same day. All business is transacted according to the usual parliamentary procedure. The questions of wages, hours, holidays, benefits, etc., come under discussion. Controversies or misunderstandings are brought to light and straightened out before they come to the point of trouble. New plans of operation are discussed and recommended—whether they are to improve machinery, tools, methods, or men.

These bodies of congress have the privilege of using their brains in the interest of better service. Standing committees are appointed by either branch, separately or jointly, and there are committees on all such matters as safety, suggestions, welfare, ways and means, programmes, imperfect material, poor workmanship, publicity, slides, inspection and education. All meetings of the Senate and the House are held on the company's time.

LABOR DIFFICULTIES SETTLED BEFORE BECOMING ACUTE

In having all suggestions come from the governing body, and in having a representative of the workers to tell about any new plan that is to be put into effect, the company learns what the workers desire beforehand and avoids difficulties rather than having them come up for mediation and settlement which is sometimes the case with the ordinary shop committee plan.

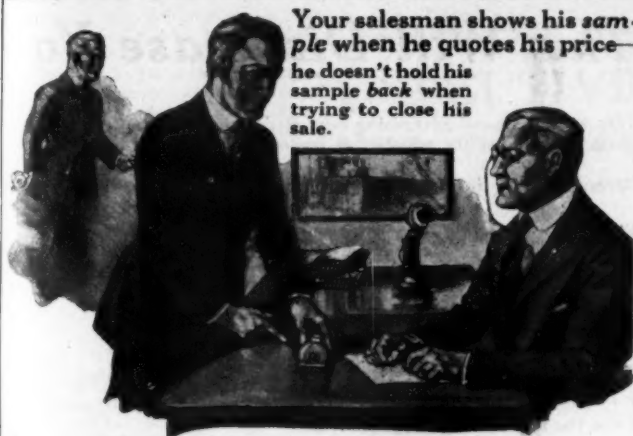
F. L. Feuerbach, factory manager of the company, mentioned in example in which he showed how industrial democracy and the wage question work together. About four months ago, twenty-five men

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Your salesman shows his sample when he quotes his price—he doesn't hold his sample back when trying to close his sale.

Show your samples by mail with your sales letters

Let your sales letters read, "Find sample enclosed,"—*that's* the way to close sales quick; instead of saying "sample under separate cover," and letting your customer's interest turn to other things before your "separate cover" sample arrives.

Two-in-one
ENVELOPE BAG
TWO IN ONE

Put your sales letter and your sample right down on your customer's desk together. He reads your letter with close attention because he knows the sample is with it, and he examines your sample with especial interest because your letter has focused his thought on your proposition.

Two-In-One Envelope Bag is tough manila envelope firmly machine stitched to stout cloth bag, printed to your order, and made in three convenient sizes—large, medium, small. You need to address the envelope only. And you pay first class postage on envelope only, the sample goes for regular merchandise postage rate—but gets prompt delivery with your letter itself.

Mail this coupon NOW to
Bemis Bro. Bag Co., St. Louis



Clip
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mail to

BEMIS

Bro. Bag Co.
608 So. Fourth St.
St. Louis, Mo.

Please send us prices and samples of your Two-In-One Envelope Bag—also samples of Economy Mailing Bag (for mailing small articles when no letter is to go along.)

Name _____

Address _____

This Will Displease You

This strong, unusual advertising copy of the kind that invites discussion, is apt to displease the majority of readers because of the line:

"I am a lusty infant fast outstripping the inanimate" printed appeal"

It is a live issue, however—

I AM THE INDUSTRIAL PICTURE

By Edward A. MacManus and Arthur Leslie.

I am the Industrial Picture.

I am the Privy Counsellor to His Majesty, Public Opinion.

I am tongueless, but I speak with a thousand tongues.

I am the high priest of commerce.

I paint with broad, bold strokes the titanic picture of America's
Commercial supremacy in pigments of individual achievements.

I hold the mirror up to the doer in the busy marts of trade.

I glorify the works of artisans. The pride of craft finds expression
on my countenance.

I am the golden promise of the silver sheet.

I impart the secret of progress.

I am a lusty infant fast outstripping the inanimate printed
appeal.

I am the art preservative imbued with life.

I sense the romance of manufacture.

I weave the photoplay around the creation of your hands.

I invest the child of your genius with dramaturgic garments.

I quicken the pulse, I stimulate the buyer.

I take the whole world through your plant.

I show in all its moving activity, in its reality, in its totality your
business.

I inspire confidence in your product, I establish your house,
name or trademark.

I create demand, oppose substitutes, influence dealers.

I am the master salesman.

I visualize and motorize the far-flung ideas of captains of in-
dustry.

I am the torchbearer blazing new trails across the rutted wastes
of competition.

I am the wine of youth in the veins of advertising.

I am the Industrial Picture.

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of one of the departments were somewhat influenced by an outsider who had formerly worked for the firm and was then working for a competitor. He persuaded them that this would be a fine time to strike for more money. The matter was brought to Mr. Feuerbach's attention. He called the men together and said, "If there is anything that is not satisfactory, bring it up in your House through your proper representative. That is the place to air your troubles and adjust the difficulties which arise."

THE "HOUSE" DECIDES AGAINST STRIKE

The next day, the representative of that particular department came to the House and presented the case. A committee was appointed to investigate and report at the next meeting. The committee came back with a detailed report after having gone to the office to obtain figures as to the latest pay, pay a year ago, six months ago and three months ago, and having convinced themselves of the facts, reported to the House of Representatives. Their report was as follows:

"We do not favor any change of piece work rate for this department, because we find that the men are unfair in their demands."

The House voted and twenty-five men went back to work. The desire for more money and its relation to co-operation is shown by the following instance. A number of men decided to celebrate an Italian holiday. They stayed out. At the next sitting of the House of Representatives, it was announced that the dividend would be only 12 per cent, and that it would have been higher had not the men taken the holiday. That is, the man who earns \$20 a week got a dividend of \$2.40, instead of \$3. He lost 60 cents because the other men did not work. On the next Italian holiday the men decided to stay on the job.

The representative system was not all a path of roses. It didn't always work smoothly. Some of the elected representatives did not attend meetings and it was found

The SALES EXECUTIVE that you need

"checks up" as follows:

1 A successful sales record in a line that requires a practical knowledge of engineering (mechanical or electrical) and that must be *merchandised* rather than sold direct.

2 Proved ability to develop and direct a national sales organization and manage district offices—

3 To direct national and dealer co-operative advertising—

4 To develop a large distributive and dealer organization, and hold it in line under conditions not always of the most favorable—

5 To sell personally and to negotiate important contracts.

6 A record for "sticking," having had but two connections since leaving college.

7 Not over 35; an American in name, type and lineage; of education, strong physique and energy.

8 Available June first, if need be, but preferably June 15th.

My present responsibilities are large and I seek large responsibility, but not necessarily with a large concern. The right kind of growing concern and the right people can command my services as an associate and a substantial cash investment if the business is somewhat along my line and can prove progress and prospects. Address "C. B.," Box 120, care of Printers' Ink.

Young Man Wanted for Catalog Work

Well-known Mail-Order House in the East needs a young man in its Advertising Department who has had some experience in writing merchandise descriptions for catalog house or department store.

Must be accurate, dependable, a hard-worker and not over 30 years old.

Permanent position and excellent chance of advancement for a man of good habits, high ideals and an earnest desire to make good.

Address
MAIL ORDER, Box 117
Care of Printers' Ink

out that some did not because they couldn't grasp the idea or that they were afraid to be called on and display their ignorance of the English language. As these difficulties were gradually ironed out by better understanding, the system worked more and more smoothly. In the large meeting-room there is a large sign, which says, "We come here not to convince or convict, but to understand," and in the early stages of the experiment it served as a gentle reminder and assisted greatly in getting the spirit of co-operation without which such a plan would be impossible.

It has been found in many plants that very often the first cause of discontent is some grievance real or fancied between the man and his petty boss. This sort of grievances allowed to go on without investigation lead finally to a condition which causes a strike. In the Demuth plant, the arbitrary right of hiring and firing and of having autocratic power over the men under him is not entirely in the hands of the foreman, by the very system of representative government.

A METHOD OF COMPLAINING AGAINST INEFFICIENCY HIGHER UP

In a recent case, the House of Representatives, composed of workers, recommended the removal of a foreman because he was incompetent. In the beginning, the workers would have been afraid to complain to the representative about a foreman, because they would have been fearful of taking the complaint before the House, knowing it would come to the ears of the foreman. It took some time to get both workers and foremen to realize that complaints investigated and acted upon meant better business and more profits.

Labor turnover used to be very serious, but as soon as the representatives and the Senate recognized that turnover affected dividends directly, they made an investigation. They found that in a certain department many new workers left or were discharged within thirty days. They found

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58 chances to make a mistake in this simple problem in multiplication!

$$46342 \times 69 = ?$$

Put down ☐ 2 and 7 are ☐ Put down ☐ 5 and 0 are ☐
 Put down ☐ 0 and 7 are ☐ Put down ☐ 8 and 1 are ☐
 Put down ☐ 7 and 4 are ☐ Put down ☐ and carry ☐
 1 and 2 are ☐ Put down ☐

In a series of speed tests made among business and professional men doing this problem, results showed:—from 15 to 20 seconds is excellent; from 20 to 30 seconds is good; more than 30 seconds is poor. The average of six college graduates was 21 seconds. You try it.

46342
69

Calculating Machine Company
Woolworth Building
New York City

Advertising Manager

A LARGE, established, New York manufacturer of food products, who is now doubling its factory capacity, is looking for the most capable Advertising Manager in the business and is willing to pay the price.

Our products are nationally distributed through Wholesale Grocers and Confectioners, largely by direct mail advertising and we want an executive with ideas and with a thorough knowledge of practical up-to-the-minute merchandising methods. One who can build up a highly efficient Advertising Department, capable of creating the kind of forceful attractive literature that will get the business.

Unless you are now occupying, or have recently held such a position, you will be wasting time in writing us. This is a big opportunity for the right man. State full particulars. Address "E. D.," Box 114, Printers' Ink.

Sales Manager

THE firm who is running the above Ad is also looking for the most capable Sales Manager in the business and is willing to pay the price.

We want a man who can build up a highly efficient Sales Organization, capable of disposing of our increased factory output which will amount to nearly two million dollars annually. Must be an A1 systematizer thoroughly familiar with every branch of sales promotion and follow-up work and a forceful correspondent fully experienced in getting the best results both from salesmen and the trade by mail.

Unless you are now occupying, or have recently held such a position, you will be wasting time in writing us. This is a big opportunity for the right man. State full particulars. Address "L. S.," Box 113, Printers' Ink.

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out the reason for the men leaving. The work was hard and disagreeable, and did not have the sort of an appeal they wished. It was hard to learn and the period of apprenticeship so long that it was difficult to earn real money. Less than 20 per cent of the men hired stuck in this department, because of these reasons. The men appointed certain of their own number to teach the newcomers. As a result of this, the new men found themselves making a better wage on piece rate at the end of a few months instead of waiting for a year.

WORKMEN'S SUGGESTIONS INCREASE OUTPUT

"I'm through, I don't like the job," when spoken in any one department has a different meaning to every workman now. With the knowledge that labor turnover means a decrease in dividends, of which they get half, men urge each other to stick to their jobs; instead of trying to do merely enough work in order to "get by" with the foreman. The Committee on Suggestions at the Demuth plant has a definite schedule of reward for suggestions, which include all sorts of improvements. One man suggested a particular type of machine, which when built according to his design resulted in one man being able to turn out more with it than two men operating the old machine could have done.

Another improvement suggested by a member of the Senate increased the output of the department to which he was assigned about 300 per cent. As the plan worked better and better, the quality of the products increased in direct proportion. Where formerly many pipes had been seconds or thirds, the number of firsts increased greatly, and the number of seconds and thirds decreased. Realizing that care in manufacture meant a difference in his pay envelopes on account of his dividends, each man put more care upon the particular piece of work which was entrusted to him. And each department by giving better

"When Seconds Count"



If time
is money on printing

Catalogs Booklets
Publications Broadsides

the large K-L organization
makes the seconds count.

Kenfield - Leach Company

"Chicago's Leading Printers"
610 Federal Street, Chicago



Parcel Post Carrier

The best container made for mailing your catalog or booklet. This container is made of good strong box board, thickness depending upon the weight it will be required to carry. Made to any size and with a Sure Lock; no Wrapping or Tying necessary.

Made Only by
Chicago Carton Company
4433 Ogden Ave. Chicago, Illinois

When You Recommend
to your clients the adver-
tising pages of

THE Underwear & Hosiery Review

you recommend the *one*
publication that thorough-
ly covers the underwear
and hosiery field, reaching
the important retail and
jobbing buyers of America
and the various Export
channels at home and
abroad.

As a means of bringing the seller
and buyer together, the "Review"
offers the quickest and most
economical route.

Here is real efficiency advertising.

The Underwear & Hosiery Review

320 Broadway, New York

**100% Paid
circulation**

OF

The Farmer & Settler

among the wealthiest per capita popu-
lation in the world—the Australian
farmers—makes the Farmer & Settler
the logical advertising medium for
American manufacturers wishing to
take advantage of Australia's national
tendency to look to America for labor
saving farm machinery.

For complete information
write to the

British and Colonial Press, Inc.

Sole Agents in the United States and Canada
Cunard Building, 150 Nassau Street,
CHICAGO NEW YORK

care to the job in hand is able
automatically to increase its own
wages.

At the expiration of a two
weeks' period, the efficiency of the
entire shop is determined by the
relative value of its output to its
cost of production. Standards of
production and costs have been es-
tablished in each department and
savings by increased production
and quality are shared, as has
been previously pointed out, on a
fifty-fifty basis by the company
with its employees. Dividends
have varied from $5\frac{1}{2}$ per cent to
 $17\frac{1}{2}$ per cent, and are paid bi-
weekly in a separate envelope,
marked, "Employees' dividend." It
represents a share of the profits
by their interest in better work, it
is a bonus upon service. An
American flag is also awarded to
each department, which shows the
greatest saving for the two weeks'
period, and if any department se-
cures the banner three times dur-
ing a certain period it is honored
by some such plan as a dinner or
special entertainment.

When the House of Representa-
tives got the idea that certain men
did more work to earn dividends
than others, it was suggested that
a committee be appointed to work
out rules of penalties for tardi-
ness or carelessness. After con-
sidering the matter, the committee
brought in certain recommenda-
tions which provide that any em-
ployee, who comes late or stays
away without a proper excuse for
one day during the two weeks'
period loses one-quarter of his
dividend. If this happens twice,
he loses one-half. Three times,
three-quarters, and if it occurs
four times during that period, he
loses all of his dividend.

If the boss tried to cut down pay
in any way, it would have been,
of course, in any plant, disputed
by the men, but this plan suggest-
ed by the men themselves and thus
becoming not a penalty sent down
from above, was received by the
workers in the best spirit. Which
holidays should be observed was
also decided by the men.

Finding that a lack of knowledge
of English cut down dividends,



It is our business to create advertising which adequately expresses both a product and the institution behind that product.

The Power, Alexander & Jenkins Co.
Advertising
Detroit

The Boys Who Buy Firestone Tires



for their bicycles will be the men who buy Firestone Tires for their cars.

Why? For the actual, identical reason that a friend of mine who, as a boy, bought with such genuine satisfaction a pair of Barney & Berry skates, never even thought of purchasing any other but that same well-known make for his own son last Christmas. That's how lasting is the impression made years ago on *one* boy.

It is this same benefit—immediate and future—that influenced the Firestone Tire people, after analyzing and investigating our field, to use their present generous schedule for reaching the specific 400,000 wide-awake boys (average age 14 years) who read

THE BOYS' WORLD

David C. Cook Publishing Co., Elgin, Ill.

WESLEY B. FARMLOE, Advertising Manager

Roy Barnhill, Inc., 23 East 26th Street, New York
Chas. H. Shattuck, People's Gas Building, Chicago
Sam Dennis, Globe-Democrat Building, St. Louis

'COOK'S WEEKLY TRIO': A MILLION BOYS AND GIRLS

THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

A Big Plan for Aggressive Work



TO PROVIDE for aggressive and greatly enlarged Truth-in-Advertising work, our Executive Committee, four days after the armistice was signed, reviewed in detail and unanimously approved a plan and budget submitted by CHAIRMAN MERLE SIDENER of the National Vigilance Committee.

This plan besides providing for a greatly extended bureau of domestic investigations, under the direction of RICHARD H. LEE, contemplates a new foreign advertising department and stronger support of local better business bureaus. The budget calls for the investment of \$141,000 a year for three years and the selection of a Board of Trustees to administer the fund.

There were present at this meeting the following members of the Executive Committee: WILLIAM C. D'ARCY, HERBERT S. HOUSTON, EDWARD T. MEREDITH, SIDNEY S. WILSON, W. G. ROOK, GEORGE W. HOPKINS, DANIEL G. FISHER, O. C. HARN and P. S. FLOREA.

With considerable pleasure and pride we announce the acceptance as trustees for this enlarged work and fund of the following widely known business executives:

FESTUS J. WADE
President Mercantile Trust
Company, St. Louis

F. A. SEIBERLING
President Goodyear Tire &
Rubber Company, Akron

SAMUEL C. DOBBS
Vice-President Coca-Cola
Company, Atlanta

DAVID KIRSCHBAUM
President A. B. Kirschbaum
Company, Philadelphia

HENRY L. DOHERTY
President Henry L. Doherty
& Company, New York

Associated Advertising Clubs of the World

LEWELLYN PRATT
First Vice-President

WILLIAM C. D'ARCY
President

P. S. FLOREA
Secretary-Treasurer

110 West 40th Street, New York

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the men suggested that a committee on education be established. Two classes for non-English speaking workers were started. Half of the time spent in the classrooms is on company time and half on men's time. When the question of hours came up, it was decided that a three-months' plan should be tried whereby the old time of fifty-three hours a week should be cut down to fifty, with the understanding that if it did not work out satisfactorily, everybody would be willing to go back to the old fifty-three hour schedule. Before the trial period was over, production had increased more than 8 per cent.

On the basis of this successful experiment, it was suggested that the advisability of changing to forty-eight hour week be considered. This also was accepted, and the company is now working on a forty-eight hour schedule with no decrease in production.

Says Mr. Feuerbach: "Since the installation of this system of shop government, each employee realizes that instead of being a mere cog in a wheel, to be used or dispensed with at some person's convenience, he has become a useful and intelligent unit of the organization, with a voice in its management, something to say about how long and under what conditions his work is to be done, and how much he shall receive for it. This is giving him an insight into the problems that harass his employers, and creates respect for them and makes him willingly share their burdens. It also awakens the sense of civic responsibility required in the study of our language and customs, and in that way strikes a blow at what is perhaps the most serious evil at the root of our form of Government, the ignorance and indifference of the individual to the things of vital importance. We are convinced that under the old system we would have had a much more rapidly rising scale of wages, more difficulties with the employees, all of which would increase costs far beyond the point to which they have now risen.

"We should almost be inclined to feel that if our new form of government did not increase our profits by a single dollar, it would still be worth the money. It has made life more worth living. Both our employees and ourselves, as employers, now occupy a most happy sort of relationship. Antagonism between us has been entirely eliminated. We believe in the employees and they believe in us."

PRESIDENT DEMUTH WANTS TO SEE PLAN WIDELY ADOPTED

"On account of the abnormal times," says President Demuth, "we cannot accurately say to what extent our production has been increased and the costs decreased, but we do know that if every industry would give its employees an opportunity to have a voice in the management of affairs, there would be co-operation, loyalty and sincerity, which is always beneficial."

An idea of how the company judges the success of the plan after it has been in operation for over a year at the Richmond Hills plant is found in the fact that it has recently put in a New York congress, which is composed of members of the New York office force, who hold hourly meetings every other week, one-half on the company's expense and the other half given voluntarily by their employees.

If you look at your old Jimmy pipe and find the triangle trademark "WCD" in the centre, you may be sure that Mike, Phil and Pete out in Richmond Hills has put the best he has into it, because it means dividends to him, as well as the company if the customer is satisfied.

George D. Bryson Back With Chicago Advertisers

George D. Bryson, formerly with the National X-Ray Reflector Company, Chicago, as editor of its house-organ "Eye Comfort," has been discharged from the U. S. Naval Aviation and is now developing the sales promotion department of the company, under the direction of Norman B. Hickox, sales and advertising manager.

Advertising to "Speed Up" Farming

Department of Agriculture for Ontario Resorts to Advertising to Accomplish all Sorts of Results

By Harold C. Lowrey

STRANGE though it may be, Governments seem to hold aloof from business, to avoid as far as possible any association with commerce, lest they might become infected with that terrible thing known as "efficiency." During the crisis of the past few years, Business and Government have come into very intimate association and the infiltration of business men in the ranks of staid officials has spread the gospel of the power of publicity till the Governments forsook their unread and unreadable six-point and bulletins for the great campaigns, such as have characterized the activities of the Governments of Canada during the war period.

The campaign of the Ontario Department of Agriculture is unique in many respects. In fact, it is an outstanding instance showing how advertising may be applied to governmental problems consistently and with continuity even though the objectives of each advertisement are radically different. The principles involved are quite analogous to those of a commercial house, for a Department of the Government is like a firm producing a certain product used by the nation as a whole. Both produce something of value to the people, a commodity which adds to their comfort, efficiency, happiness or knowledge. This commodity may have much merit; yet unless the public are informed of its virtues and uses, it remains neglected and unused.

The Department of Agriculture, and in a similar manner the business house, have their experts constantly at work gathering valuable information, discovering important facts, all of which will ultimately benefit the user. Up to this point practically all Agricultural Departments do effective work, but when they are content

to let their information and their discoveries die of inertia they are as unprogressive as those business firms who refuse to use advertising to move the goods jamming their warehouses.

The Ontario Department of Agriculture in 1917 made a radical change in the method of imparting its fund of information to its customers—the farmers of the province. In that year it started constructive advertising designed to place before the farmers a conception of the service which the Department at Toronto wished to render them. This service was no different from what the department had formerly been giving. But the market had been woefully neglected and the remedy was a more intensive selling method.

Realizing this the Department called in an advertising agent and ordered a real "business-house" advertising campaign. The farm press was chosen as the logical medium and in most of the papers full pages were used. Where possible, back covers were obtained. The copy, being mostly of a technical nature, was, and is still, prepared by the Department itself and turned over to the agency for layout and placing.

WHY FARMERS ARE INFLUENCED

Two cardinal points have been insisted upon in the preparation of the copy. First, a knowledge and an appreciation of the farmer's problems and viewpoint; secondly, the publication of timely and practical information. The ideal striven for has been to present accurate figures and reliable facts, to explain as clearly as possible the tendency of the markets, to summarize the best methods of farming, to give, in short, the most practical information available at the precise time when the farmer is most likely to make use

IN 1916, Tom Sterrett, then a *Sergeant* in the U. S. Marines, was assigned to publicity work.

He was a newspaper man experienced in advertising.

Believing in posters, paid magazine and newspaper advertising to back up his campaign, he told the story of the Marines with such spirit and such a sense of "news", that the whole world caught the inspiration.

Shortly he will be released from active service to follow his chosen work.

On July 1st *Major* Tom Sterrett joins the Hawley Advertising Company, Inc., 19 West 44th Street, New York City.

Big organizations wanting the quality of publicity the Marines have been getting are invited to write to Mr. Tom Sterrett, Vice-President, Hawley Advertising Company, Inc.

Photoplay Journal

(DON'T CONFUSE THE NAME)

The attractive cover design may influence the first sale — the quality of contents decides the regular monthly purchase after that. "Ask the man" at the newsstand.

Published in Philadelphia
by CENTRAL PRESS PUBLISHING
COMPANY, 1315 Cherry St.

Represented in the East
by S. M. GOLDBERG, 308 Fifth Ave., N. Y.

Represented in the West
by JOHN A. TENNEY, Morton Bldg.,
Chicago.

PEMCO

Porcelain Enamel Signs

represent a definite sign quality because they are made of Armco Iron and finished in beautiful porcelain enamel.

They also represent a definite advertising quality because they are so attractive in appearance and last so long.

If you have a quality product, advertise it with a quality sign. Write for sample.

**The Porcelain Enamel
and Manufacturing Co.**

Baltimore, Md.

N. Y. Office, 41 Union Square

of it, and then to leave it to his own good judgment as to what extent controlling conditions justify his application of it. The whole idea underlying the advertising is to make the farmer feel that the Department is familiar with his individual problems and is working with him to solve them.

The advertisements because of the limited space could not thoroughly expound any subject nor could enough information be put into the space to give the farmer sufficient working details to enable him fully to understand the pros and cons of the problem dealt with. This necessitated what was called an "Extension Service." Each advertisement encouraged the farmer to write for full particulars regarding any subject dealt with, and also on other problems upon which he desired help. These letters were turned over to the experts in the Department best qualified to answer and replies were forwarded immediately. In this way the contact between the Department and its public has been maintained. Likewise, the good will of the taxpayers is developed, by virtue of the excellence of the service the tax-payer receives.

THE RIGHT VIEW OF TAXES

The Ontario Government is anxious to overcome the false impression that all it cares about is the amount of taxes it can squeeze out of the farmer, and how many fat and comfortable jobs it can provide for its henchmen; that attitude is gone. It was supplanted long ago by an earnest desire on the part of the Government to render genuine service to the people who paid the taxes it levied. Advertising is one of the more potent factors in bringing about this change of heart, and now that the Government is anxious to serve efficiently and progressively it is finding a ready response on the part of the farmers to its advertising appeals. They are writing fully and confidently to the Department knowing that they will be given genuine and practical help immediately.

SERVICE—

A competent delivery service that works by the clock assures regular deliveries on the dot of time to all clients of

Typographic Service Company

Intelligent organization enables us to give at any time a prompt and accurate report on the exact status of any job in our composing room. Clients' plates, systematically filed, are kept in good condition so that they are always instantly available. Our service extends further than our name and advertising. The best way to judge it is to see it on the job. You will be welcomed any time at

141 Madison Ave., New York Tel. 3620 Madison Square

"Right Away, Sir"

"Rapid Service" means all the name implies—Prompt, Efficient handling of your Electrotype orders—whether you are located on the Atlantic seaboard or the Pacific Coast.

We make all kinds of Advertising Plates and Trade Cuts, including Stereotypes and Mats, Electros by the wax or Dr. Albert Lead Mold Process. Sole owners U. S. Letters Patent on Aluminotype.

The Rapid Electrotpe Company

W. H. KAUFMANN, President and General Manager
Largest Makers and Distributors of Advertising Plates in the World
New York CINCINNATI Chicago

REFERENCES.—Any five national advertisers you may think of. If you ask them, you will find that several of them already know what Rapid's Service means.

WANTED

An Advertising Salesman

A leading technical publishing house has an excellent opportunity in the Chicago territory for an advertising salesman.

A definite record in advertising sales is essential. Experience in technical advertising or in the territory specified will be an asset.

Replies should contain the essential facts to permit of proper judgment as to the writer's qualifications. Interview will be arranged either in New York or Chicago.

All replies will be held in the strictest confidence.

Address "K. C.," Box 115, care of Printers' Ink.

The campaign which has now extended over two years and has covered a wide range of subjects might be summarized under five classifications of the information given:

(1) Information relative to the influence of world events upon all branches of agriculture, its life and its industry. Both present and future probabilities are discussed as freely as the events warrant.

(2) Information concerning the best methods of farming and the advances made in the business. Helpful information for the farmer's wife is also given. This is supplied when timely or upon special occasions.

(3) Ways and means to meet critical situations are openly discussed and remedial measures recommended, such as a wider use of machinery to overcome labor shortage, to render the crisis less acute.

(4) Advance summaries of bulletins are published to stir up interest in new bulletins or other compilations of valuable information, summaries of experiments, etc., in order to get these into the hands of the farmers on time.

(5) To acquaint the farmer with the wide range of information which he can get from the Ontario Department of Agriculture, whom to write to to get this information, and other information which lessens the routine in the Department itself.

The first advertisement of the series was published in March, 1917. They appeared weekly for some time, then semi-monthly and monthly according to the season and the requirements of moment, their insertion being governed solely by the timeliness and value of the information. More than ninety-five different advertisements treating every phase of agricultural enterprise in Ontario have been prepared and published. They covered everything from lightning rods to co-operative wool sales.

One of the interesting sidelights on the campaign is the exceptionally low cost of getting the mes-

Sales Builder

Wants an Opportunity

He has had 20 years' experience in selling on the road, advertising and sales management. A master salesman with a thorough knowledge of advertising, he is skilled in writing business-building letters. Successful in winning enthusiastic co-operation of salesmen. As manager of a celebrated Merchandising Organization he planned many successful campaigns, and distributed profitably a wide variety of products. Now advertising manager and assistant to General Sales Manager of nationally advertised concern doing a business of \$5,000,000. He is 38, married happily, and in perfect health. He has a clean, successful record, is well educated, and wants a position as sales manager in a thoroughbred organization offering a fair salary and a man-sized opportunity.

Address "J. O. B." Box 119
Care Printers' Ink



PREPARE NOW

To greet your customers this Christmas with a cheerful expression of appreciation and thanks. Like a personal call, a smile and a handshake, it will bring and hold them closer to you. It will increase their Good Will towards you, the best asset in your business, an important factor in the success of your house. It will be a good investment—incidentally a very inexpensive one; it will cost you but a few cents.

Send Now for Samples

Let us send you a box of samples at our expense and without obligation to enable you to select at your leisure a beautiful card that will express your Good Will.

Salesmen Wanted

To carry these Good Will cards as a side line. Write us where you travel, what you carry, and give references for our liberal proposition—it means extra profits for you.

The Davis-Smith Company
532 Atlantic Ave., Boston, Mass.

I Am "Finishing the Job"

As Director of Publicity for all five Liberty Loan Campaigns in a Federal Reserve District of vast distances and many difficulties.

A man of 41, forceful and dominating, but sane withal.

Previous advertising experience in Oil, Mechanical, Music, Public Service, and Motion Picture lines, also in newspaper work. Have operated in U. S. A., Canada and Europe.

Have trained American and foreign sales-forces.

Thoroughly enjoy a hard proposition, with instructions simply to "get results."

Can be free about June 1st.

"F. K.," Box 116, Printers' Ink

THE SODA FOUNTAIN

AN ILLUSTRATED
MONTHLY PUBLICATION
FOR THE SODA FOUNTAIN TRADE

The Key to an industry with over \$200,000,000.00 yearly turn-over through 100,000 fountains. Watch prohibition boost these figures!

THE SODA FOUNTAIN

for 17 years the only national and exclusive trade journal in this important and growing field.

**"Where Soda is Sold,
Candy is Sold"**

With its large circulation and trade influence this journal offers real selling opportunities for confectionery advertisers.

**"It Never Disappoints an
Advertiser,"—Ask Them!**

Write for rates and sample copy

D. O. Haynes & Co., Publishers
No. 3 Park Place, New York

sage to the farmers of the province via advertising. The total number of messages delivered from the beginning of the campaign to the end of the last fiscal year, Oct. 31, 1919, was estimated at 8,165,065, and the total cost was \$32,202.62. The cost per message was, therefore, only 0.39 cents.

The results from the campaign are tangible to a large degree. The fact that a great many hundreds of farmers have written in to the Department to get information about the subjects dealt with in the advertisements is sufficient proof that the advertisements accomplished the work they were sent out to do. Like every other educational effort the greater results are the indirect reactions, and so in this case the response of the farmers of the Province as a whole to the suggestions offered by the Department have been both marked and gratifying. It is doubtful whether in the dark days of the war the farmers might not have become discouraged had not the Government accepted its responsibility as a leader and used advertising to clear away the misinformation, and to give encouragement to the tillers of the soil.

Senator Cummins on the Return of the Railroads

I advocate the operation of our railways through private corporations under the strictest control for one reason, and for one reason only. The Government cannot operate the railroads either economically or efficiently. It is not possible at this time to examine the experience of other countries. I can only say that it is not reassuring, but if there be different minds about that, I feel sure that the overwhelming majority of the people of this country have reached the conclusion that their Government cannot take seventeen billions of railway property, rendering a service which reaches every nook and corner of the land, employing two millions

We Are Our Own Worst Critics

Many a plate we re-etch and reprove *before* submitting would have passed with the client's "O. K."

But it's our principle not to submit a proof until *we* are satisfied—and 16 years of color engraving has put a keen edge on our judgment!

The TRICHROMATIC Engraving Company

PRINTING CRAFTS BLDG., 461 EIGHTH AVENUE, N. Y. C.
J. H. TRYON C. A. GROTZ



BETTER PRINTING

The kind of printing you put out represents you, willy-nilly. Are you willing to be judged by the printed matter you are now using, as we are by the printed matter we are now producing? *Better printing* truly mirrors the prestige and the dignity of a house.

PUBLISHERS PRINTING CO.
217 WEST 25TH STREET
Chelsea 7840

A testing ground for advertisers to prove the soundness of their sales plan and the efficiency of their copy.

NEW ENGLAND

Great In War—Great In Peace

Now, as always, the best place for trial campaigns.

Now, as always, the best place for regular campaigns.

Now, as always, the richest section of the country.

Now, as always, the cheapest for your salesforce to cover.

Now, as always, the dealers ready to give you a willing ear.

Now, as always, the daily newspapers to tell your story.

Now, as always, the people ready to buy advertised goods.

SPRINGFIELD, MASS., UNION
TAUNTON, MASS. DAILY GAZETTE
WORCESTER, MASS., GAZETTE
PAWTUCKET, R. I., TIMES
BRIDGEPORT, CT. POST and STAND-
ARD-TELEGRAM
NEW HAVEN, CT., REGISTER
NEW LONDON, CT., DAY (Evening)
WATERBURY, CT., REPUBLICAN
PORTLAND, ME., EXPRESS

BURLINGTON, VT., FREE PRESS
MANCHESTER, N. H. UNION and
LEADER
FITCHBURG, MASS., SENTINEL
LOWELL, MASS. COURIER-CITIZEN
LYNN, MASS., ITEM
SALEM, MASS., NEWS

EACH OF THE NEWSPAPERS here named is a power in its home community.

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of men or more, and directly affecting the fortunes of many other millions, and operate it without immense waste and tremendous extravagance.

It costs the Government more to carry any given thing in a country like ours, where every man is a sovereign, than it costs anybody else to do the same thing. The history of every enterprise of a business character conducted by the Government proves that organized society in its management of industrial affairs can neither practice economy nor attain efficiency.

I know, and cheerfully admit, that the results of Government operation during the year 1918—a year of war and disaster—is not a fair criterion by which to test the capacity of the Government to conduct the business of transportation; and it is far from my purpose to criticize or discredit the officials who have been responsible for what has been done. On the other hand, these officials ought to concede with equal frankness that they have encountered obstacles in public operation which they have been powerless to surmount.

When it is remembered that during the year, with no greater volume of traffic, the gross revenues have increased through additions in rates, nearly eight hundred millions of dollars, and that notwithstanding this addition to revenues the deficit was more than two hundred millions of dollars, it must be manifest that the very proper increase in wages does not fully account for the disastrous outcome. Without the least doubt or hesitation I record my opinion in favor of private operation.—*Senator A. B. Cummins, addressing the St. Louis meeting of the Chamber of Commerce.*

H. D. McDonald With the Rauh Company

H. D. McDonald, formerly of the National Tube Company, has joined the copy staff of the Richard S. Rauh Company, Pittsburgh.

FOOD PRODUCT ADVERTISERS

will be welcomed with open arms by the grocers in

PORTLAND MAINE

Thirty-two grocers advertise in the only evening paper in Portland because they know it brings a volume of trade to their store. This great daily is the

EVENING EXPRESS

The Express is popular with all the grocery dealers in Portland, for it has proven that it can sell that class of goods.

*The Julius Mathews Special Agency
Boston—New York—Chicago*

BRIDGEPORT CONNECTICUT

One of the most desirable cities in New England from the standpoint of the National Advertiser.

One medium covers the entire field as near possible as one medium can ever cover a great city.

A great industrial city which makes more than 1,500 different articles, many of which are of world-wide distribution.

A prosperous city nearing the 160,000 mark. The people are well to do, live in comfortable homes, have good jobs, and big pay envelopes. The

Post and Standard - Telegram

**Connecticut's Largest
Circulation Dominates!**

*The Julius Mathews Special Agency
Boston—New York—Chicago*

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1883 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 183 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the office.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., Geo. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

Paris Office: 31bis Faubourg Montmartre, JEAN H. FULGHEAS, Manager.

Issued every Thursday. Subscription price, three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, \$90; half page, \$45; quarter page, \$22.50; one inch, minimum \$7. Classified 50 cents a line—net. Minimum order \$2.50.

JOHN IRVING ROMER, Editor
R. W. PALMER, News Editor

EDITORIAL STAFF:
John Allen Murphy Roy Dickinson
Frederick C. Kendall Burnham McLeary
Helen A. Ballard

Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, MAY 8, 1919

Good Will and the Mailing List

A newly organized export house recently confided to us that if it could get hold of a list of concerns in South America, South Africa, or the Orient that buy in the United States, its future prosperity would be assured. In other words, these people are sadly obsessed with the notion that the basis of the export business is the mere possession of the names of foreign traders who are in the habit of buying in this country.

If this were an isolated instance, it would hardly be worthy of notice. The manager of a mail-order business, however, tells us the woods are full of persons who believe that a roster of people who

are accustomed to buy by mail, is all that is necessary to start in the catalogue business. As a result of this belief, there is a good deal of surreptitious trading in mailing lists going on.

Almost every day, this man says, someone calls on him with a proposition to sell a list of catalogue buyers. When he refuses to purchase it, the would-be seller is dumbfounded and usually exclaims, "Why, I'll guarantee that these are mail-order buyers!"

"They may be bona fide catalogue patrons," this executive explained to us, "but the fact they are purchasing from another house is no sign they'll buy from me." This man is right. A list of buyers undoubtedly is valuable, but this value lies largely with the house from whom they purchased. The good will of buyers cannot be hawked about.

This is a point about mailing lists that is often overlooked. The value of a list consists in the good will that inheres in it. This good will cannot be transferred at so much per thousand names. A list of Sears-Roebuck's patrons, for instance, might seem to be enormously valuable. To that company, of course, it is, but it may possess very little value for some other company, for the simple reason that the Sears-Roebuck good will would not go with the list.

This does not mean that the purchase of lists is useless. To make such a list valuable, however, the buyer must build good will for himself or for his business in connection with it. To do this, he has to work the list, by advertising to it and by doing other things to gain the favorable attention of those whose names it contains. In a word, the owner of a list must put an advertising investment in it before he can expect it to produce business.

A Strong Advertising Ally

Many a prosperous business, especially in retailing, has been built up on some unique and peculiarly effective way of displaying merchandise. The chains are past masters in this art. The

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late Mr. Woolworth, for example, had a perfect genius for displaying a multitude of small and oftentimes trifling wares so that they appealed to the public. His ability in this connection was a big factor in his success.

At the present time there is a certain chain of blouse shops, that is expanding very rapidly, that attributes its progress to its method of displaying waists. In fact, the business is being practically built on a display idea.

New plans of this sort for showing goods, if properly worked, are veritable gold mines. Isn't it surprising, therefore, that more attention is not paid to developing them? This is especially true because it is well known that the effective display of goods in retail stores is one of the most powerful allies that advertising has. Without strong display the sale of the product is hobbled and the pulling power of its advertising is greatly reduced.

While manufacturers have done a great deal to advance the science of window displays, they have done little to improve the display of goods within stores. Most of what is known about store display has been originated by retailers.

Of course, if all retail merchants were making the most of their store displays, there would be no need for manufacturers to bother with the matter. However, it is only the exceptional retailer that gives much heed to the subject. As a result, the whole science of merchandise display is still little more than in the infancy of its development.

Furthermore, a display idea, like a copy idea, is likely to play itself out. Hence there must be a steady influx of fresh methods to keep merchandise displays working effectively. The manufacturer should see that these ideas are supplied, especially for his own product. One good way to find them is to be on the lookout for the new display methods of the progressive dealer and to tell all dealers about these discoveries, using copy in the business papers and occasional direct advertis-

ing to accomplish the purpose.

Some manufacturers believe that a laboratory store of their own in which they could experiment with retail sales ideas would be a constant source of display plans. A few manufacturers have such stores, or free access to someone else's store, and have found them not only inspirational, but also an excellent means of keeping track of the pulse of the buying public.

When Branching Out May Be Dangerous

Manufacturers and jobbers are doing much constructive work these days in the way of encouraging retailers to widen and diversify their offerings—a good thing for the retailer as well as for the one whose outlet thereby is increased. But there is one point about this broadening-out process that should be closely watched. The retailer in his zeal may lose sight of it. This is the principle that the identity of the retail store should be preserved no matter to what extent side lines are added.

A jobber who sells great quantities of goods to the modern drug store got a demonstration of this truth in an interesting way. He long had been trying to educate druggists to take on more lines, so they could cater to a greater proportion of the needs of their customers and thus make a larger profit on the asset that is theirs through the habit that people have of visiting their stores so frequently. He insists a drug store can sell almost anything it wants to sell. Generally this view is correct. However, he has found recently some druggists who have gone too far in the diversifying process.

Two of his druggist customers occupy neighboring corners in a suburban town. Both stores, at the jobber's suggestion, went in for the so-called side lines. But one went so far that it lost much of its standing as a drug store. The profits to be gained from the accessories looked so good to this druggist that he featured these

goods at the expense of his drug lines. He got away to some extent from the professional side. The inevitable result was that much of his drug trade traveled over to the other side of the street. And this meant that some accessory trade went with it. The druggist soon found himself a poor second so far as trade volume was concerned.

This shows that a druggist cannot measure up his opportunities in the way of side lines unless he carefully maintains his professional standing. It is true enough that drugs often are given vastly more attention in the way of advertising and display space than they require. People are going to buy drugs not because they see them advertised or displayed, but because they need them. They know the place to buy drugs is the drug store, but just let the people get the idea that the drugs are the side line in that store and they will, almost without knowing the reason why, go to the store across the street where the drug atmosphere is prominent enough to be unmistakable in its identity.

Nobody is better acquainted with the truth of this than the owners of the large drug store chains. There was a while back quite a tendency to subordinate drugs in the chain drug stores. The mistake was soon discovered, however, and remedied in a measure. But there is room for improvement even yet on the part of some of the chain managements. One business man in speaking of a large chain drug store said he would not hesitate to go there for any one of a number of articles, but that he would not think of taking a prescription there to be filled. The chances are that in actual practice this man would do his miscellaneous buying from the drug store where he got his medicines. It may as well be set down as a fact that the druggist in order to be successful in accessories must first be successful in drugs. Otherwise he loses the prestige that makes it easy and practical for him to sell "almost anything."

It was this very principle, when you come to think of it, that made the five and ten cent store so reluctant to take on higher priced lines during the war-time merchandise crisis. The thing they fought against and feared was the possibility of losing their identity as five-and-ten-cent stores and thus tossing away the huge advertising value that attached to them as such.

This is the day of the many-line store. Manufacturers and jobbers can add materially to their business by showing their customers how to take on other lines. Almost any kind of retailer can branch out with safety, propriety and profit. He can go a considerable distance, too, just as long as he does not subordinate the main issue.

Competition and Volume

The big four of thirty years ago in the packing industry is not the same big four of to-day. A new firm took the place of one of the old. Yet at the time the big four were supposed to be a monopoly.

The Steel Corporation, the Chain Store, The American Tobacco Company, The Standard Oil Company, all were supposed to be dangerous because combination would allow them to advance prices, make big profits and throttle competition. The dire results predicted never followed. In each field competitors have profited by volume of trade, and a small profit has proved better business economics than small volume and big margin.

In this transformation of business, advertising has played a most important part. Increased demand increases volume and lowers the unit cost. A new firm with vision, faith and capital, always has a look in.

Competition has been theoretically killed many a time in the fears of some people by monopoly. Nothing can kill it in practice except state socialism or the new and better theory of co-operative advertising and lowering the unit cost.

THAT THE WREATHS
THEY HAVE WON
MAY NOT WITHER
INVEST

NEW YORK
THE STERLING ENGRAVING CO



Representative Sales Executive

Wishes to affiliate with responsible manufacturer or commercial interests as Eastern representative operating in New York to cover domestic and export markets.

Now Sales Executive for the largest organization of its kind in the world.


Thoroughly conversant with modern practical merchandising, sales and advertising methods.

Equipped through broad and extensive experience to successfully meet the requirements of the connection sought and to assume the responsibilities of "big business." The following extract from a letter speaks for itself:

"He possesses excellent judgment, untiring energy, initiative and closing power of the highest possible order, coupled with this is his loyalty to the company and its interests that is manifest under all circumstances, and to a degree that is extremely rare."

I seek a connection where substantial business qualifications are necessary and loyalty is reciprocal.

"E. S." Box 118, care Printers' Ink.



**DOSKOW
RICHARDS
STUDIO**

1269 B'WAY, NEW YORK

Our service combines
good taste and selling
sense.

This Merchant Able to Combat Mail Order Unassisted

THERE is a retail merchant in Crawfordsville, Ind.—not the only one of his kind in the country, by any means—who is not seeking Government aid in meeting the competition of the big mail-order houses. His name is C. C. Crist, and he takes space in the *Crawfordsville Journal*, Crawfordsville's newspaper, to tell why it is that he is not fearing the competition from the Chicago catalogue houses. Portions of his advertising copy read as follows:

We do not ask your trade, simply because we happen to pay taxes here, help support the schools, churches, roads and so on, but because we can and WILL SAVE YOU MONEY.

A short time ago a gentleman came into our store and requested us to sign a petition to the Legislature to tax mail-order houses a per cent on all of their merchandise sold—we refused to sign it. We don't want the Government to help us meet competition in that way. We don't say that Montgomery Ward & Co.'s and Sears, Roebuck & Co.'s merchandise is second grade. No business could grow to the size of theirs only by fair and square dealing.

It is every person's right to buy merchandise where he wants to. WE DO IT, and so should you and every one else. We buy where we can buy the best merchandise for the least money—you should do the same.

If you have a copy of Sears, Roebuck & Co.'s Spring Catalogue No. 137 turn to page 1155. The price on Waldron Tapestry Brussels Rug 9x12 ft. is \$31.40. Our price on this same rug is \$29.50, delivered, and we have eight other patterns of this same quality at the \$29.50 price.

If you have Montgomery Ward & Co.'s Wall Paper Sample Book you will see paper number 76 Y 670 at 17c a double roll. Our price is 7c the single roll or 14c the double roll.

Pelton Publishing Company Adds to Staff

Three new men are now with the Pelton Publishing Company, of Cleveland:

Leonard Drew, formerly with D. Van Nostrand Company, New York, is connected with the advertising department; J. F. Ahrens, who has just been released from the Service, resumes his connection as advertising representative in New York; and Robert L. Roessler, formerly with Fuller & Smith, Cleveland, has joined the copy and art service staff.

Sara Swain Adams

announces a

Copy-writing Service

Specializing on Trade-marked Products

220 W. 42nd Street, New York

Candler Building

Bryant 9085

WHEN ADVERTISING IN CANADA

Have Your Plates **RAPID ELECTROTYPE CO. of Canada** Montreal, Toronto
Made by The London, Windsor

Send patterns to our Detroit office, 700 Marquette Bldg. Our messenger will take them to Windsor, Ont., and pay the duty at the Canadian Customs office, thereby avoiding the usual delay of from 24 to 48 hours. Send your orders to our Windsor plant and plates will be made and shipped from there, saving the duty on each shipment.

YOU MAY KNOW THESE MEN

An Addressograph Multigraph Man

You may know the man we want to run our complete Addressograph and Multigraph Department. He will have the fun of starting it—eight machines to keep running. He must be a practical man and know how to organize and keep working without supervision. He must be a real systematizer—a "bear" on detail, and able to keep dependable records of incoming and outgoing advertising stock.

Only an experienced "100 per center" wanted.

A Catalog Man for Spare Parts

He must be thoroughly experienced in handling and organizing numbering systems and cataloging plans of parts catalogs. He must be able to put jobs through from copy to finished job. He must be absolutely exact in his work and be quick, alert, and a "result getter."

Only a man having catalogue experience need apply.

Apply by letter only, giving full details of experience

American Bosch Magneto Corporation - - Springfield, Mass.

FOR CANADIAN ADVERTISING

CALL IN

SMITH, DENNE & MOORE

TORONTO

MONTREAL

LTD.

EXTENSION MAGAZINE

continues to improve as a family magazine, and thus the demand for it keeps the circulation increasing so it seems clear our next goal of 300,000 subscribers will be reached in the near future.

This means an increase in our advertising rate. In the meantime, and until then all advertisers using the columns of Extension Magazine will benefit by our surplus circulation of at least 50,000 each month as the rate is based upon 200,000, or $\frac{1}{2}$ cent per thousand.

The increased circulation has told immeasurably in the large returns secured by direct advertisers, and that, of course, means better service to all advertisers whether mail order or publicity accounts.

Do not overlook our Institution Buyers' Guide, as this additional service is free; ask for particulars.

Send in your contracts to cover six to twelve months at our present rate and secure this valuable co-operation in selling your merchandise.

Rate \$1.00 per Agate Line

EXTENSION MAGAZINE

Member of Audit Bureau of Circulations

General Offices:

223 W. Jackson Blvd., Chicago, Illinois

Eastern Representatives:

LEE & WILLIAMSON, 381 Fourth Ave., New York City

MAY MAGAZINES

VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES FOR MAY(Exclusive of publishers' own
advertising)

Standard Size

	Agate
	Pages Lines
World's Work	155 34,720
Review of Reviews	148 33,152
Harper's Magazine	125 28,084
Atlantic Monthly	106 23,949
Scribner's	105 23,632
Century	88 19,800
St. Nicholas	54 12,228
Munsey's	41 9,240
Bookman	22 4,937
Wide World	18 4,088

Flat Size

	Agate
	Columns Lines
American	371 53,115
Red Book	230 32,890
Cosmopolitan	218 31,258
Metropolitan	148 25,196
McClure's	141 24,060
American Boy	108 21,790
Sunset	144 20,709
Photoplay	133 19,084
Motion Picture Magazine ..	103 14,821
Everybody's	97 13,884
Boys' Life	82 11,146
Hearst's	63 10,813
Boys' Magazine	39 6,879
Current Opinion	19 2,668

VOLUME OF ADVERTISING IN
WOMEN'S MAGAZINES(Exclusive of publishers' own
advertising)

	Agate
	Columns Lines
Vogue (2 issues)	753 119,179
Ladies' Home Journal	414 82,922
Pictorial Review	274 54,833
Woman's Home Companion ..	269 53,851
Good Housekeeping'	371 53,153
Harper's Bazar	295 49,687
Delicador	225 45,058
Designer	188 37,677
Woman's Magazine	188 37,600
McCall's Magazine	102 20,485
People's Home Journal	79 15,937
Modern Priscilla	86 14,499
People's Popular Monthly ..	52 9,941
Mother's Magazine	64 8,684
Needlecraft Magazine	36 8,821
Today's Housewife	31 6,354

VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES CARRY-
ING GENERAL AND CLASS
ADVERTISING(Exclusive of publishers' own
advertising)

	Agate
	Columns Lines
System	432 61,797
Country Life in America ..	258 43,344
Vanity Fair	261 41,393
Popular Mechanics (pages) ..	176 39,519
Field and Stream	208 29,778
Popular Science Monthly ..	167 25,421
House and Garden	156 24,765
Outers' Book-Recreation ..	159 22,880
Physical Culture	154 22,174
Electrical Experimenter ..	118 17,471
National Sportsman	116 16,665
Theatre	85 14,376
House Beautiful	81 12,490
The Rotarian	72 11,226
Forest and Stream	74 10,882
Association Men	75 10,505
Outing,	70 10,077
Extension Magazine	34 5,542
Illustrated World (pages) ..	23 5,356
International Studio	33 4,573

VOLUME OF ADVERTISING IN
CANADIAN MAGAZINES(Exclusive of publishers' own
advertising)

	Agate
	Columns Lines
MacLean's	229 40,240
Everywoman's World	127 25,400
Canadian Home Journal ..	125 25,027
Canadian Courier (2 April issues)	111 20,425
Canadian Magazine (pages) .	61 13,664

VOLUME OF ADVERTISING IN
APRIL WEEKLIES(Exclusive of publishers' own
advertising)

	Agate
	Columns Lines
April 1-7	
Saturday Evening Post ..	425 72,256
Literary Digest	271 41,267
Town & Country	147 24,763
Collier's	111 18,883
Leslie's	75 12,897
Life	89 12,411
Scientific American	61 10,378
Outlook	64 9,419

The public
pays more
for the
privilege of
reading
Cosmopolitan
than it pays
for the single
edition of any
other general
magazine.

#

Agate
Columns Lines

Christian Herald	46	7,907
Independent	34	4,897
Youth's Companion	19	3,964
Nation	24	3,423
Churchman	15	2,111
Judge	12	1,705

April 8-14

Saturday Evening Post...	366	62,376
Literary Digest	279	42,431
Town & Country	144	24,235
Collier's	117	20,001
Leslie's	95	16,186
Christian Herald	70	12,014
Nation	72	10,149
Scientific American	49	8,438
Life	50	7,080
Outlook	38	5,592
Independent	26	3,850
Judge	24	3,393
Youth's Companion	14	2,950
Churchman	12	1,698

April 15-21

Saturday Evening Post...	464	78,892
Literary Digest	284	43,181
Town & Country	132	22,205
Collier's	122	20,859
Leslie's	92	15,689
Outlook	75	11,081
Scientific American	57	9,745
Life	54	7,675
Independent	43	6,201
Christian Herald	33	5,664
Youth's Companion	26	5,318
Churchman	27	3,881
Nation	24	3,437
Judge	13	1,913

April 22-28

Saturday Evening Post...	401	63,334
Literary Digest	278	42,278
Collier's	136	23,218
Leslie's	78	13,267
Christian Herald	63	10,711
Scientific American	54	9,184
Outlook	51	7,552
Life	50	7,065
Independent	34	4,852
Youth's Companion	18	3,661
Judge	17	2,408
Nation	15	2,224
Churchman	13	1,906

April 29-31

Outlook	26	3,860
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Totals for April

Saturday Evening Post.....	281,858
Literary Digest	169,157

WEAVERS FOR THE WORLD

*A Remarkable Story of Industrial Achievement
During the Great War*

The Outlook of April 16th contains an eight-page story advertisement of the American Woolen Company in two colors, which is, we believe, the largest single advertisement that has ever appeared in a national periodical, with a single exception.

This form of advertising is fast becoming essential to many manufacturers, and affords a means for telling a complete story of the history of a firm, its organization and growth, the merit of its goods, and the care that is given to every detail in the process of manufacture. Wide publicity can thus be obtained at moderate cost.

During the past five years The Outlook has been selected by many prominent corporations and firms as the logical medium for this form of publicity, because of its selective audience of business executives and leaders in communities. In every instance the results have proved most gratifying to the advertiser. Full particulars as to the plan and scope of this special service will be gladly furnished upon request.

THE OUTLOOK COMPANY

TRAVERS D. CARMAN, Advertising Manager

6 Beacon Street
Boston

381 FOURTH AVENUE
NEW YORK

122 S. Michigan Boul.
Chicago

	Agate Lines
Collier's	82,961
†Town and Country.....	71,203
Leslie's	58,039
Scientific American	37,745
*Outlook	37,504
Christian Herald	36,296
Life	34,231
Independent	19,800
Nation	19,233
Youth's Companion	15,893
Churchman	9,596
Judge	9,419
*5 issues.	
†3 issues.	

RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

(Exclusive of publishers' own advertising)

	Agate Columns Lines
1. Ladies' Home Journal. 414	82,922
2. System	432 61,797
3. Pictorial Review	274 54,833
4. Woman's Home Comp. 269	53,851
5. Good Housekeeping.... 371	53,153
6. American	371 53,115
7. Harper's Bazar	295 49,687
8. Delineator	225 45,058
9. Country Life in Amer. 258	43,344
10. Vanity Fair	261 41,393
11. MacLean's	229 40,240
12. Popular Mechanics (pages)	176 39,519
13. Designer	188 37,677
14. Woman's Mag.	188 37,600
15. Woman's Work (pages) 155	34,720
16. Review of Reviews (pages)	148 33,152
17. Red Book	230 32,890
18. Cosmopolitan	218 31,258
19. Field & Stream.....	208 29,778
20. Harper's Mag. (pages) 125	28,084
21. Popular Science Mthly. 167	25,421
22. Everywoman's World.. 127	25,400
23. Metropolitan	148 25,196
24. Canadian Home Journal 125	25,027
25. House & Garden.....	156 24,765

His Speed

Secretary Burleson prefers horses to automobiles, and so the House Appropriations Committee has provided horses and carriages for his personal use, instead of the usual motor car.

A man's personal preference, however, should not govern the transmission of mail matter and telegrams for the entire Nation—as for us, we'd prefer an automobile-going Postmaster!—*Gumption.*

Ben B. Hoover Compiles Advertising Course

Ben B. Hoover, publicity writer and former newspaper feature man, who recently resigned his position with the U. S. Public Health Service in Washington on completing a programme for national publicity on health hazards in industry, has compiled a course of instruction on advertising and publicity for the Lewis Training School, Washington.

Richmond Agency's New Accounts

The advertising account of Kingan & Co., hams and bacon, has been secured by Cecil, Barreto & Cecil, advertising agency of Richmond, Va. This agency has also arranged to handle the accounts of the Cheek-Neal Coffee Co., Nashville, Tenn., Maxwell House Coffee; The Chattanooga Roofing & Foundry Co., Chattanooga, Tenn.; Cahill Furnace, and The Bell Manufacturing Co., Richmond, Mot-O-Lene.

New York Edison Company Greets 77th Division

The New York Edison Company used large space in New York dailies on May 6 in conjunction with special window displays at the several district offices, for the purpose of greeting the 77th Division, "New York's Own," which paraded on that day. The ads conformed to the usual Edison style, the copy reading "77th Division, We Greet You."

G. A. Brown Makes Change

George A. Brown, for nearly eight years assistant advertising manager and traveling representative for the Religious Press Association, Philadelphia, has resigned to act as Philadelphia manager for the *Purchasing Agent*, New York.

Mr. Brown will take charge of the Pennsylvania, New Jersey, Delaware and Maryland territory after June 1.

Edward A. MacManus Makes Industrial Films

The MacManus Corporation, New York, with Edward A. MacManus, president, has been organized to make industrial motion pictures. Mr. MacManus, several years ago, was circulation manager of *Collier's* and later advertising manager of the *Ladies' World*.

H. A. Einstein with Goldsmith Agency

Harry A. Einstein, formerly connected with the Credit Clearing House of New York, has joined the L. S. Goldsmith Agency of the same city.

The Tracy-Parry Company, advertising agency of Philadelphia, has opened an office in New York.

All About Tractors

If you are interested in this line, send 25 cents in stamps for a copy of the 1919 Tractor Field Book, just out. It contains the latest and most up-to-date information on established tractors and all kinds of power implements used with tractors. This is the 4th annual edition of the Tractor Field Book, the standard directory of the tractor trade. The new edition is a pamphlet of 208 pages. Size of printed page 6 x 8½ inches. It is a remarkable compilation of accurate information in condensed form.

Address

FARM IMPLEMENT NEWS

The Tractor and Truck Review

704 Masonic Temple - - - - - Chicago

ESTABLISHED 1882

"PRINTERS' INK'S" FOUR-YEAR RECORD OF MAY ADVERTISING

GENERAL MAGAZINES

	1919	1918	1917	1916	Total
American	\$33,115	\$32,971	\$32,507	\$19,196	137,789
World's Work	34,720	20,162	28,000	30,062	112,944
Review of Reviews	33,152	20,074	28,480	29,040	110,746
Cosmopolitan	\$31,258	\$22,906	\$29,760	19,763	103,687
Harper's Magazine	28,084	18,923	27,029	25,249	99,285
McClure's	\$24,060	\$13,440	\$28,784	\$28,136	94,420
Metropolitan	\$25,196	\$17,363	\$23,230	\$25,329	91,118
Red Book	\$32,890	\$21,229	12,096	12,768	78,983
Scribner's	23,632	16,046	21,064	17,409	78,151
Sunset	\$20,709	\$15,487	\$18,239	\$23,565	78,000
American Boy	21,790	19,954	16,028	13,519	71,291
Century	19,800	12,061	18,002	14,742	64,605
Atlantic Monthly	23,949	13,458	16,541	9,076	63,024
Hearst's	\$10,813	\$11,203	\$21,240	\$17,912	61,168
Everybody's	\$13,884	\$11,846	15,294	15,008	56,032
Photoplay	\$19,084	\$11,567	5,781	7,606	44,038
St. Nicholas	12,228	10,530	12,395	8,553	43,706
Motion Picture Magazine	\$14,821	\$12,536	6,677	5,942	39,976
Boys' Life	11,146	10,085	10,753	7,140	39,124
Munsey's	9,240	9,381	6,166	9,089	33,876
Boys' Magazine	6,879	5,264	7,373	6,540	26,056
Current Opinion	\$2,668	\$3,052	\$5,804	\$7,964	19,488
‡Changed from standard to flat size.	473,118	329,538	391,243	353,608	1,547,507

WOMEN'S MAGAZINES

Vogue (2 issues)	119,179	86,024	112,861	107,459	425,523
Ladies' Home Journal	82,922	60,707	53,854	41,120	238,603
Harper's Bazar	49,687	45,330	51,382	48,243	194,642
Good Housekeeping	\$33,153	\$43,677	\$43,986	30,968	171,784
Woman's Home Companion	53,851	32,318	34,200	26,269	146,638
Pictorial Review	54,833	29,058	27,200	24,550	135,641
Delineator	45,058	26,916	22,706	25,839	120,519
Designer	37,677	22,956	19,674	19,200	99,507
Woman's Magazine	37,600	22,998	19,456	19,270	99,324
McCall's Magazine	*20,485	*21,383	13,802	14,358	70,028
People's Home Journal	15,937	14,107	12,190	12,311	54,545
Modern Priscilla	14,499	8,384	10,645	10,667	44,195
Mother's Magazine	6,684	7,622	8,390	11,891	36,587
Needlecraft Magazine	6,821	4,674	4,824	3,958	20,277
‡Changed from standard to flat size.	600,386	426,154	435,170	396,103	1,857,813

*New page size.

CLASS MAGAZINES

Vanity Fair	41,393	39,691	49,486	56,887	187,457
Country Life in America	43,344	38,304	48,233	47,712	177,593
System	\$61,797	\$42,894	39,234	32,012	175,937
Popular Mechanics	39,519	31,808	40,488	31,164	142,979
House & Garden	24,765	23,554	25,907	22,811	97,037
Field & Stream	29,778	17,817	23,741	17,556	88,892
Popular Science Monthly	\$25,421	\$21,428	\$24,086	\$17,836	88,771
Physical Culture	\$22,174	\$17,071	12,362	10,101	61,708
National Sportsman	\$16,665	\$11,233	14,967	16,183	59,048
Theatre	14,376	10,822	15,288	12,768	53,254
House Beautiful	12,490	9,426	12,770	12,119	46,805
Outing	\$10,077	\$8,440	10,530	9,464	38,511
International Studio	4,573	5,562	6,955	7,512	24,602
‡Changed from standard to flat size.	346,372	278,050	324,047	294,125	1,242,594

WEEKLIES (4 April issues)

Saturday Evening Post	281,858	207,049	212,629	*175,606	877,142
Literary Digest	169,157	104,633	98,276	*94,542	466,608
Collier's	\$82,961	\$8,548	88,641	*81,722	311,872
Town & Country	\$71,203	\$63,338	\$73,956	\$64,362	272,859
Leslie's	58,039	39,399	32,750	39,523	169,711
Outlook	*37,504	29,551	37,646	31,424	136,125
Scientific American	\$37,745	\$8,290	29,198	*29,914	135,147
Christian Herald	36,296	27,462	31,194	32,101	127,053
Life	34,231	22,076	30,250	34,002	120,559
‡ Smaller page size.	808,994	590,346	634,540	583,196	2,617,076
‡ 3 issues.					
* 5 issues.					
GRAND TOTALS	2,228,870	1,624,088	1,785,000	1,627,032	7,264,990

"How Do You Do It, Parker?"

It was a big manufacturer of sporting and hard wear clothes for boys and girls who asked me that. He meant "How do you sell space in St. Nicholas?"

I had been trying for a month to make him observe what took place in his own home. I'd just said to him: "You know most men see life through a pair of reversed binoculars. They see things a long ways off and call it 'observing life.' Why, man, life isn't over there. It's right here in your own home.

"Look at your own family. They're regular people. Your own boys and girls eat food and wear clothes. They know what they like, too. Don't they ever express opinions on these things? You bet they do."

He avowed their opinions were too decided and much too insistently expressed.

Then he got the point I've been impressing on you. He convinced himself, that when these lively, intelligent boys and girls (ten to eighteen years old) in St. Nicholas homes read an advertisement in their magazines they act

without delay. They ask and they keep on asking.

But he still hesitated: "You've got about 65,000 circulation. That isn't very much to me. I'm a *national* advertiser, I'm after the millions."

I know him well, so I said: "Forget it, John. Forget those elusive and delusive phrases and consider what you get for \$150.00 when you buy a page in St. Nicholas. You get in through the front door of 65,000 of the finest residences in America. You get the concentrated attention of the young folks and you get *buying pressure* brought to bear on parents in an irresistible manner. You can't buy a year's campaign of such value anywhere else for \$1800."

"Incidentally you get into 5000 public libraries and at least a hundred thousand homes that are not on the subscription list at all. St. Nicholas is the most borrowed magazine published. As for being 'national' it's read not only all over America, but has scattering subscriptions in sixty-six foreign countries."

So we added one more customer to a long list.

Don M. Parker

The Little Schoolmaster's Classroom

WANDERING aimlessly about his club on a Sunday afternoon, the Schoolmaster had his advertising senses startled by a bright-faced little chap looking out from a brown-covered folder labeled in big bold script, "Where's your Little Brother?"

The Schoolmaster's conscience was troubled. He had no Little Brother—and probably he ought to have one. He opened the folder and read this, also in bold and friendly script:

"Somewhere in this city there is a boy who would look up to you, take your advice, go straight because you want him to, because he likes you and you like him. He needs your help and encouragement now.

"Where is he?"

"If you don't know, we can find him—we have found 8,132, and we can find one more.

"Or, wait ten years and you can find him in Sing Sing—"

His conscience very much disturbed, the Schoolmaster went next day to the Fifth Avenue Building to meet one or two of the "Big Brothers," and he was handed other folders making mighty appeals to the emotions—one showing a ragged boy with a likable, Huck Finn sort of face and with a wistful, bewildered look in his eyes, standing prisoner at the bar, and below the picture this caption:

His First Offense—

Is He Worth Saving?

Somehow the thought of waiting ten years, then to find a chap like either of these two lads in *Sing Sing* disturbs one's peace of mind. That, to the Schoolmaster's way of thinking, is the virtue of little folders like these—they jolt a fellow good and hard. The Schoolmaster is of the opinion that similar force and directness and simplicity incorporated in the advertising and publicity of philanthropic enterprises in general would come mighty

near turning the pockets of the world inside out.

How do you feel when a message such as this from "Big Brother" comes out from a little folder and hits you squarely between the eyes?

* * *

The Schoolmaster is always interested in observing how various street car advertisers utilize their 11x21 space to convey their business message.

A space of approximately two square feet, which has to be read at a distance, is small enough area to work in, yet the ingenuity of advertisement designers is constantly solving the problem and solving it in a big way, as some great successes in the street-car field sufficiently prove.

The Schoolmaster was riding in the New York Subway a few weeks ago, strap-hanging as usual, and directly in front of him was a car card for O'Sullivan's Rubber Heels. In the lower left-hand corner of the car card in quotation marks appeared the following thought: "Run-down leather heels are worse than a soiled collar."

There was something so subtle and yet so convincing in the thought and the way it was expressed that the Schoolmaster caught himself turning up one of his shoes and glancing down at the heel before he realized what he was doing. What he saw sent him to the shoemaker's the very next day to have rubber heels put on his shoes.

The very restraint in the way this statement was featured—not boldly in heavy type, but rather inconspicuously—added strength to it, and the fact that it was in quotation marks seemed to give it authority, as though it were the expression of Society and not merely a statement by an individual advertiser.

Incidentally, this car card advertisement illustrates another interesting angle on the advertising

Wild Claims— or Strict Proof?

The advertising buyer who does his own thinking is not deceived by the claim that it is possible for one publication to cover completely the widely separated branches of the Lumber Industry with a circulation of a few thousands. Just a little application of Advertising Sense will demonstrate that it can't be done, and wild claims are not going to help anyone in an effort to accomplish an impossible objective.

With two editions, one specializing in the manufacturing branch of the lumber business and circulating among the country's representative Saw Mill Plants, and the other made solely for Lumber Dealers, who operate the *Department Stores of the Building Business*.

LUMBER

is able to *demonstrate* that it covers *intensively* the *best element* in each branch of the industry; but it makes no claim to complete coverage of the Lumber Industry. Such a claim in behalf of any publication becomes a patent absurdity when examined in the light of information compiled by the United States Government, as embodied in recent Bulletins which we are pleased to send to any interested inquirer.

The buyer of advertising who seeks *facts* about this field may have them for the asking.

JOURNAL OF COMMERCE COMPANY
Wright Building - - St. Louis

LUMBER'S Branch Offices: 243 W. Thirty-ninth St., New York; Guardian Bldg., Cleveland; Mallers Bldg., Chicago; 816 Fifteenth St., N.W., Washington, D. C.; 320 Market St., San Francisco.

ALBERT R BOURGES
CONSULTING PHOTO ENGRAVER
FLATIRON BUILDING NEW YORK CITY

Advertising Blotters

"The Ad that Stays is the Ad that Pays." Heyden Blotters are the ever staying, "keep-in-mind" medium of Direct Advertising. A medium that talks business every hour. New series just out—creates immediate attention. Full of life and color. Chock full of human interest. Your advertisement on one of these new blotters will get a hearty welcome—a long review. Thru' repetition with this form of advertising—you rivet interest on your service or product. You increase your business. This new series can be used by any advertiser. Ready now. Write for free color proofs No. 32. **Heyden Co., Inc.** 416 S. Dearborn Street CHICAGO, ILL.

FOREIGN LANGUAGE PRINTING

Catalogs - Booklets - Circular Letters
Translating - All Languages

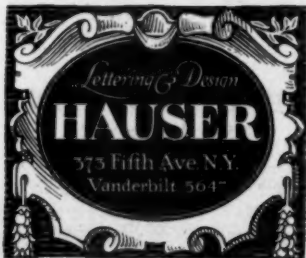
FOREIGN TRADE PRESS

Tel. 3234 John 106 Fulton St. N.Y. City

**YOU CANNOT BUY OUR IDEA
UNLESS IT WILL SELL YOUR GOODS**

B & B SIGN CO. INC.
341-347 Fifth Ave. N.Y.

Advertising Signs Window Displays
Counter Display Cases



of such a product as rubber heels. The Schoolmaster has for years worn rubber heels—O'Sullivan's Rubber Heels—but of late he has not had them put on his shoes. Strangely enough, though, he has seen other O'Sullivan copy featuring the idea of pounding on city pavements, and although he has realized that he was not getting the walking comfort that he had previously enjoyed when his shoes were rubber heeled, it took this little quotation, "Run down leather heels are worse than a soiled collar," to really start him to the shoemaker's again to have his shoes "O'Sullivanized."

Manufacturers frequently complain of the indifference of the average retailer in pushing trade-marked brands. They poke fun at his ignorance of merchandising principles and deprecate his lack of enterprise in stimulating local demand. But, as the Schoolmaster has mentioned before, these same manufacturers are often themselves largely responsible for unsatisfactory conditions in retailing, and were the annual mortality tables carefully analyzed, it would be found that more merchants go under through being overloaded than perhaps through any other cause.

"Let me give you an example of this," said a prosperous grocery jobber the other day. "I know a manufacturer of a well-advertised specialty, who six years ago had an eighty per cent possible distribution. The line was highly respected and was particularly

Mail Order ADVERTISING

AN advertiser who had an excellent article, sold by mail, and over counters, found that his latest series of advertisements was failing him. He came in us for counsel. We omitted four words and added three to fill the gap. The advertiser's records showed over 320 per cent increase in business chiefly traceable to that revision. It took us years to learn what to do in minutes. Write, phone or call: 16 East 42nd St., New York; 29 East Madison St., Chicago.

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free from cut-price competition. But one day, this manufacturer hired a new sales manager—graduate of the 'peppy' school. He promised to make things hum. The first thing he did was to 'ginger up' the men. He offered prizes, did stunts, and forced his traveling staff to coerce the retailer into buying in bigger lots. His theory was that if a merchant had an overwhelming supply in his store room, he would push that brand harder than ever to get rid of it, and resist the temptation to stock competitive brands.

"Sales jumped for the first six months. But before long, two or three merchants, finding their stocks moving slowly, decided to feature the product as a leader. They chopped off a cent in price. Other merchants were compelled to do likewise. Then a regular free-for-all battle ensued—and the 'peppy' sales manager rubbed his hands gleefully. He thought it meant increased sales. It did, of course, at first. But eventually it demoralized the business. Retailers found they had lost so much money keeping up the price cutting pace that they refused to reorder. They chose brands on which the price was established. The result has been that from an eighty per cent distribution in 1912, this manufacturer's sales have slumped to a bare thirty per cent—through over-aggressive methods."

Forgetting the ethical aspect of



"CLIMAX"

SQUARE-TOP

PAPER CLIPS

Best and most economical
Paper Clip on the market
Pat. Dec.
12, 1916

Recommended by efficiency experts.

Prices F. O. B. Buffalo.
Packed 10,000 to the Box.

10,000.....	15c per 1,000
50,000.....	10c per 1,000
100,000.....	8c per 1,000
500,000.....	7c per 1,000
1,000,000.....	6½c per 1,000

Order Direct from

Buffalo Automatic Mfg. Co.
457 Washington Street, BUFFALO, N. Y.

help! help! help!



Mr. Busy Editor: let
me fictionalize your
trade problem
with human inter-
est and brass tacks.

Chester A. Graver, 19 S. La Salle St., Chicago
"ask for proof"

**Your
House
Organ**



**\$35 to \$50
a thousand**

Ask for Details

Chicago concern may
secure exceptional
proposition on special
house organ.

George Seton Thompson Co.

122 W. Polk St.

Chicago, Ill.

**If You File Rate Cards
You Need
Barbour's Rate Sheets
Write Us Today**

538 South Clark Street, Chicago

**Can Make a Photo-
Engraving Plant Pay**

Either by getting more business,
or by better management, or both.
Have past records to prove it.
Experienced as Manager and Sales
Manager. Would consider finan-
cial interest in right proposition.

You Need Me

Inquire for my name of Kirk
Taylor, Chicago Manager, Print-
ers' Ink, 833 Peoples Gas Bldg.,
Chicago.



NEO-GRAVURE PRINTING CO.
200 William Street New York.

BUILDING SUPPLY NEWS

The only Dealer Paper
in the Building Field.
612 Federal St. Chicago

BUILDINGS
and BUILDING MANAGEMENT
reaches the owners and managers of office
buildings and apartment houses. These
men buy the materials for both construction
and maintenance. A rich field for
advertisers.
139 N. Clark Street Chicago

WESTERN BAKER

A journal with a personality, it has found its way
close to the hearts of bakers
in the West.

508 Mission Street
San Francisco

To secure Trade from South and Central
America, Mexico, West Indies, Spain,
Portugal, etc.,

ADVERTISE IN

EL COMERCIO
Established 1875



The 'Oldest Export
Trade Journal in the
world.

Circulation Audited by
A. B. C.

Sample Copy, Circular
Rates and full particulars upon request.

J. Shepherd Clark Co.

Editors and Publishers

BURNET L. CLARK, President & Mgr.
114 Liberty St., New York City

overloading the dealer, it is bad business practice. It may keep the other fellow out. But so will advertising directed along proper channels. Manufacturers who studiously follow a policy of piling the merchant's shelves high with merchandise and thereby slowing up turnover, should not complain of the very conditions they are fostering.

The Schoolmaster hopes no member of the class is guilty of such practices.

L. O. Haskins Joins M. & S. Corporation

L. O. Haskins, formerly with the O. & S. Bearings Co., Detroit, has been made director of sales and advertising of the M. & S. Corporation, differential manufacturers, which company has moved from Detroit to Cleveland.

W. T. Walker, formerly of the Walker-Weiss Axle Co., Flint, Mich., has become president and general manager of the corporation.

AMERICAN CUTLER

Official Organ of American Cutlery Mfrs.,
5,000 copies monthly, reaching hardware
dealers and jobbers. Sample on request.

15 Park Row New York

More rated retail Department,
Dry Goods and General Mdse
Stores are paid Subscribers to the
Merchants Trade Journal than
to any other trade publication.
A. B. C. Members.

**MERCHANTS TRADE
JOURNAL, Inc.**

Des Moines, New York. Chicago
Indianapolis

**National Drug Clerk
Drug Store Merchandising**

606 SO. DEARBORN ST. CHICAGO, ILL.

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Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

ADVERTISING SOLICITOR on trade journal; opportunity for experienced young man with good record. Clifford & Lawton, 373 Fourth Avenue, New York.

Trade Journal offers opportunity to two advertising solicitors. Chicago and New York territory now open. Prefer men who have made good on metropolitan newspapers. Write confidentially. Box 928, care of Printers' Ink, Peoples Gas Bldg., Chicago.

A successful publishing company now owning four monthly magazines is about to launch a fifth and a good Eastern advertising representative is needed. State qualifications, experience, salary expected, etc. A big future will be opened up for the right man. Box 917, P. I.

A Job for a Young Man or Woman with Advertising Ambition

A young man or woman who is capable and can dictate a clear letter, preferably one with experience in export correspondence. Advertising experience desirable, but not essential. Salary to start \$30.00. A good future for capable, thoughtful, energetic worker. Box 919, P. I.

WANTED—Young man experienced in sales department work for office position in Sales Department of prominent manufacturer of Brass Valves. One familiar with Standard Brass Valves and their use preferred. State age, experience and where obtained, and salary desired. Box 911, Printers' Ink.

Want to get in touch with competent man or woman who has had advertising or newspaper experience and who would be willing to exchange part of their time and services for tuition in the American School of Osteopathy, the original and largest Osteopathy school. Applicant must be High School graduate. Address Dr. Geo. Still, Kirksville, Missouri.

A nationally known rubber manufacturing company wants services permanently of several dependable merchandise salesmen possessing clean business record, and proven sales ability. Preference given traveling salesmen now employed. Rubber experience not necessary. Salary with traveling expenses. Negotiations confidential if desired. Address Box 909, care of Printers' Ink.

CAN YOU SELL BOOKS BY MAIL?

We have an opening for a thoroughly capable, experienced man to take charge of our mail order book department.

It's a big job and requires a big man to fill it. If you think you're the man for the job we would like to hear from you. State qualifications and salary desired. Address Box 923, Printers' Ink.

Advertising-assistant to Advertising Manager wanted by large manufacturing corporation. Must be experienced in judging paper, printing and art values, editing and production of monthly house organs and details of office management. State age, experience and salary expected. Your letter of application will be a factor in securing position. Box 926, P. I.

TIRE EXPERT

A quality man who knows automobile tire business from a merchandising standpoint. Preferably one with experience in sales division of tire company; on automobile trade journal, or handling advertising policy of tire company. Good future offered with old established firm to man creating good sales and advertising policies for manufacturer of auto tires. In writing outline past experience in detail, age, nationality and salary expected. Box 931, Printers' Ink.

Copy and Plan Man Wanted

Give age and full details of past experience. Send samples showing character of work and range of your ability. State salary wanted and date you can be here. All samples submitted will be returned. Exceptional opportunities in southwest for the right man.

KEESHEN ADVERTISING COMPANY
Oklahoma City

TRADE JOURNALIST

A quality man who has served with one of the automobile trade papers, who believes he can work out good sales and advertising policies for progressive manufacturer of automobile tires. A good future offered with old established firm. In writing outline past experience in detail, age, nationality and salary expected. Box 932, care Printers' Ink.

Wanted:—Large printing plant in Middle West desires the services of an expert typographical layout man. Broad experience and familiarity with advertising typography absolutely necessary. Apply to Box 912, care of Printers' Ink, giving experience, references and salary desired.

WANTED:—Man to act as Assistant Manager in leading newspaper of about 8000 circulation in prosperous city of Northwest of 50,000. Must have knowledge of foreign advertising, general office work on advertising, and subscription; ability to write a special article or ad if occasion demands, and faculty of meeting merchants and men of affairs on their own footing. Salary at least \$40 to \$45 a week to start. Box 925, P. I.

AUTOMOBILE MAN

A quality man who knows automobile tire business from a merchandising standpoint. Preferably one with experience in sales division of tire company; on automobile trade journal; or handling advertising policy of tire company. Good future offered with old established firm to man creating good sales and advertising policies for manufacturer of auto tires. In writing outline past experience in detail, age, nationality, and salary expected. Box 930, Printers' Ink.

One of the large Western Agencies is looking for a Manager for their New York Office—a man who understands the advertising agency business—one who knows good copy and can plan an advertising campaign, whether for magazines or newspapers. Some one who controls a fair amount of business is preferable, but this is not an essential requisite. He must, however, be a hard worker and possess business-getting ability, and to such a party this position offers an excellent opportunity. Give full particulars as to experience, references, etc., and address your letter to N. Y. R., Box 924, care of Printers' Ink. Correspondence strictly confidential.

Advertising Man Wanted

Young man as assistant to the advertising manager of an internationally known Machine Tool Manufacturer. One who is able to write forceful letters and copy for catalogues and booklets. Knowledge of heavy machine tools will help, but not absolutely essential. Should be able to make layouts for trade papers and write good copy from technical information which will be furnished. This is an unusual opportunity for the right man to connect with a permanent position in a growing organization. The plant is located in Rochester—one of the best residence cities in the United States. In your reply give full particulars regarding your past experience, samples of your work and photograph of yourself if possible, which will be returned. Salary to start \$1800,—the rest is up to you. Address

Advertising Manager,
BETTS MACHINE CO.,
Rochester, N. Y.

PRINTING SALESMAN WANTED
BY A LONG-ESTABLISHED AND WELL-EQUIPPED PRINTING CONCERN. BIG MAN USED TO HANDLING LARGE VOLUME BUSINESS ON A GENEROUS BASIS OF COMPENSATION FOR HIMSELF. ALL NEGOTIATIONS HELD IN STRICT CONFIDENCE. ADDRESS BOX 914, CARE OF PRINTERS' INK.

ADVERTISING MANAGER

If you are familiar with men's and boy's apparel, are an experienced writer of high-grade retail ads and desire to make a permanent connection with one of the largest and most progressive clothing stores in the Middle West answer quickly; give age, former employers and salary expected. Box 922, care of Printers' Ink.

WANTED:—Ten specialty salesmen to sell a new invention to garages, automobile agencies and corporations. The device is a complete electrical testing laboratory weighing but fourteen pounds and is used to locate all starting, lighting and ignition troubles of automobiles. During the war, our entire factory output was given to the Government and extensively used in the automotive and aeroplane departments. Every Flying Field, Ground School and hundreds of them "Overseas, Somewhere in France" are equipped with this device. We have no competition, and when we have found the right men, we are going to write territory contracts with each of them that will establish them in a paying business. The salesmen that we select should preferably have some general familiarity with electrical troubles in order to make forceful demonstration, though this is not so essential as successful sales experience. Must be able to furnish excellent references. Address **B. V. D. Electric Manufacturing Co.,** San Antonio, Texas.

MISCELLANEOUS



ADvantageous
ADvertising

ALL WAYS
The Advertiser-Mechan-Devel Co.
Chicago New York

Printing Plants and Businesses

Bought and Sold
Printers' Outfitters
American Type Founders Products
Printers and Bookbinders
Machinery of Every Description
CONNOR, FENDLER & CO.
Ninety-six Beekman St.
New York City

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2 ADVERTISING PROBLEMS—One 20 yrs. the other 2 yrs. unsolved. I have the answers. Who's next? Send for copy of "Faith." Francis K. Thompson, Woodhaven, N. Y. C. Copy — Plans — Campaigns — Plasing.

WANTED

COPY OF AMERICAN TYPE FOUNDERS SPECIMEN BOOK. BOX 981, CARE OF PRINTERS' INK.

Wanted—To sell my 25% interest in the Engineering Publishing Co., publishers of "Municipal and County Engineering" at Indianapolis, Ind. Capital stock \$100,000, but will sell my interest for \$5,000 cash. Purchaser can also obtain controlling interest at reasonable figure. Chas. A. Dickens, 732 Stowell Ave., Milwaukee, Wis.

WE WANT

a suggestion or an idea for a novelty, publication, scheme, device, or any legitimate plan that will keep our \$200,000 lithographing, printing and binding plant going on a non-competitive basis. A good proposition awaits the party whose suggestion we can adopt. Address Box 913, care Printers' Ink.

Notice is hereby given that the annual meeting of the stockholders of the Ripans Chemical Company, for the election of Directors and Inspectors of Election for the ensuing year and for the transaction of such other business as may properly come before the meeting, will be held in the office of the Ripans Chemical Company, 10 Spruce St., Borough of Manhattan, City of New York, on Monday, May 12, 1919, at 12 o'clock noon. Chas. H. Thayer, Pres.

POSITIONS WANTED

Chicagoan, 42, with Advertising and Sales experience, desires connection with good concern. Salary \$4000 to \$5000. Box 935, Printers' Ink, Peoples Gas Bldg., Chicago.

REAL PUBLICITY MAN. Young progressive newspaper writer on leading N. Y. daily desires to take charge of publicity and house organ, preferably in auto industry. Box 914, care of Printers' Ink.

ADVERTISING WOMAN. Experienced Assistant to the Advertising Manager who wants a good office executive as well as a woman who really knows advertising. New York City only. Box 920, P. I.

MY ADS MATERIALIZE

Who wants first mortgage on my services? Am 28. Write Attractive layouts jammed with Breezy, Peppery, Convincing Arguments. Eight years with Trade Journal and Agency. Will travel. Box 915, care of Printers' Ink.

BUYER OF PRINTING

Experienced, practical, open for engagement after June 1st, employed by Government, connection with large Advertising Agency, Bank, Trust Company, Publishing or Mercantile House desirable, where large quantities of printed matter is essential. Best credentials furnished as to ability, character, integrity. Young, married. Salary \$5000. Address Box 936, Printers' Ink.

Man specially qualified for publication work in connection with motor truck development is looking for a position. Experienced editor and technical writer, familiar with field. Can run house-organ, work up publicity, etc. Address: Box 918, Printers' Ink.

MR. MANUFACTURER, can you use the services of a live, up-to-the-minute, red-blooded advertising man and sales manager? I am thirtythree years old, married, and have had a wide and varied experience. Willing to prove true generalship. Good reasons for leaving present connections. Box 934, Printers' Ink.

BUSINESS MANAGER and STATISTICIAN of mature judgment (ex-soldier), with legal training, qualified also in Advertising. Salesmanship, Mail Order, Catalog and general Editorial Work, desires a greater opportunity than government position offers. Address Box 910, Printers' Ink.

LIVE WIRE—No. 1

BUSINESS GETTER and builder; not a copy chaser, but able to sell anything; wants chance to serve good firm or represent several firms or class publications in Texas-Oklahoma. Now on daily advertising. Emil Held, Feature and Ad Copy Writer, Box 313, Sherman, Texas.

ADVERTISING

Color Black-and-White

Young woman artist with knowledge of practical commercial art and theory of reproduction, possessing well-developed instincts for advertising plus Initiative and Determination is looking for opening with New York firm. Address Box 933, P. I.

Advertising manager of long and successful experience now employed on a paper of over 100,000 circulation wants to know of opportunity with big publication, trade or newspaper, as an organizer, systematizer, developer of new business, or in the service department. Willing that salary be moderate for a man of his grade, but opportunities must be immediate and abundant, or would like to learn of property that intelligent treatment would improve; remuneration to be on salary and stock basis. Address Box 929, care of Printers' Ink.

(ANNOUNCEMENT)

A THOROUGHLY PRACTICAL ADVERTISING MAN has been released from the Air Service and is now ready to engage his interests with a progressive business house near New York or Philadelphia. He is thirty years of age, a college graduate, with publishing house and agency experience; familiar with sales campaigning, layout, preparation of copy and technical processes pertaining to the advertising art. Initiative, resourcefulness and adaptability, tempered with common sense and sound judgment, are among assets that well qualify him to fill a position of trust and responsibility. You can get in touch with him by addressing Box 927, care of Printers' Ink.

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\$687,250.00

From 13 Ads in

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

The following tabulation shows the total sales produced up to March 31, 1919, by each of 13 full page ads run in The Chicago Tribune by a western land company. The total cost of the advertising has been \$14,040, or approximately 2% of the sales:

Page Ad Appeared	Replies Received	Business Signed
Dec. 22, 1918	930	\$15,000 in Dec. 90,000 in Jan. 5,000 in Feb. 20,000 in Mar.
Dec. 29, 1918	890	62,500 in Jan. 10,000 in Feb. 5,000 in Mar.
Jan. 5, 1919	714	70,000 in Jan. 30,000 in Feb. 25,000 in Mar.
Jan. 12, 1919	905	\$5,000 in Jan. \$5,000 in Feb. 15,000 in Mar.
Jan. 19, 1919	354	12,500 in Jan. 32,500 in Feb. 5,000 in Mar.
Jan. 26, 1919	465	62,500 in Feb. 20,000 in Mar.
Feb. 2, 1919	332	52,500 in Feb. 5,000 in Mar.
Feb. 9, 1919	316	25,000 in Feb. 5,000 in Mar.
Feb. 16, 1919	365	20,000 in Mar.
Feb. 23, 1919	253	20,000 in Mar.
Mar. 2, 1919	159	30,000 in Mar.
Mar. 9, 1919	130	
Mar. 16, 1919	161	

This record of actual sales made by one aggressive advertiser is a tribute not only to the pulling power of The Chicago Tribune, but also to the prosperity of The Chicago Territory. *Business is fine for those who make it so.*

WRITE FOR 1919 BOOK OF FACTS